Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

ANA Joins 4A's Ad Watchdog Unit as Co-Sponsor

Addition of Client Group Support Is Expected to Strengthen Enforcement

New York, Sept. 30—The copy interchange program of the American Assn. of Advertising Agencies will get important reinforcement next week.

The Assn. of National Advertisers will assume a co-sponsor's role, thus strengthening the program considerably.

Maintained by the Four A's for 14 years, the copy interchange program serves as a watchdog on objectionable advertising. Advertising people have been encouraged to keep watch on objectionable advertising and report all breaches of practice to Four A's headquarters.

■ With the ANA taking an active part in this surveillance, the program is expected to have some additional teeth in it. In the past, some agency leaders have pointed out that the program was not as effective as it could be because of the absence of support from clients, and this loophole is now to be plugged.

Robert E. Allen, president of Fuller & Smith & Ross and chairman of the Four A's committee on advertising content, reported earlier this year that in the five years up to last Jan. 1, the committee processed 260 criticisms, of which 58% were deemed legitimate complaints against objectionable advertising. #

Putman Resigns From NBP; Drops Annual Ad Awards

Chicago, Sept. 30—Putman Publishing Co. today officially resigned as a member of National Business Publications.

In addition, Advertising Age learned exclusively that the publishing company has decided to drop the Putman Awards, which it established in 1947 and awarded each year to outstanding industrial advertisers.

When contacted in New York last night, Russell L. Putman, president of the company, declined to comment on the moves. AA learned, however, that in a memo to employes Mr. Putman explained that the company resigned from NBP because "NBP is no longer serving the best interests of specialized business magazine publishing nor the best interests of publishers like ourselves, as NBP's principles and policies have served in the past."

■ In the memo, Mr. Putman also said that the decision to leave NBP was not a quick decision and had been contemplated for some time. He added that as a result of the move, the Putman company would no longer participate in NBP's annual Silver Quill dinner, which is held each January in Washington, D.C. (In Washington, NBP said that most of the 35 tables reserved by Mr. Putman already have been reassigned.)

As for the Putman Awards, Mr. Putman explained in the memo that many persons tended to confuse the awards with annual awards given by the Assn. of Industrial Advertisers. He added that the awards were not comparable, and said that for the awards to be confused would not be of any benefit to Putman.

Putman's decision to drop NBP came as a big surprise to many in the ad field as Mr. Putman had

(Continued on Page 139)

Pfizer Seeks Agency for Five Ethical Brands

Company Departs from Staff-Handled Ad Policy; Klemtner Share Unaffected

New York, Sept. 29—Pfizer Laboratories division of Chas. Pfizer & Co. has a new advertising manager, William H. Peters, and he spent a good part of this week interviewing prospective advertising agencies for a group of ethical drug products.

In a sharp reversal of a let's-do-it-ourselves policy adopted two years ago, Pfizer has disbanded the internal agency it set up to prepare and place advertising.

When it organized this internal shop in 1958, Pfizer moved all of its ethical drug products out of Wil-

(Continued on Page 140)

The Food Industry Goes to Town

Innovation keynotes the $82 billion food industry, where the food buyer is offered an estimated average of 24 new products a day, Advertising Age reports in a special section on food marketing, beginning on Page 61

In the section, first of its kind ever produced by AA, late developments and trends are reported in the "essentially recession-proof" food industry—wherein accounts are probably the most coveted by advertising agencies for growth and profit.

Included are a list of the 100 top food advertisers and their expenditures; new data pointing to "do's and don'ts" of deals, as presented by researcher A. C. Nielsen Jr.; an analysis of "heavy buyer" consumers and their buying characteristics; a list of top food associations and what they spent on advertising; a review of packaging innovations; a U. S. map showing food sales-population-income in 50 states; charts on food sales, ad trends, deals, etc.; and stories on chains, brokers, convenience foods—and how one company stretches its ad dollars.

Black Eye—*Max Factor, Los Angeles, will introduce its new eyeshade, Basic Black, with this b&w page in the October women's magazines. Kenyon & Eckhardt is the agency.*

Lever Brands in Test Go to JWT, Ogilvy, SSC&B

New York, Sept. 30—Four new products and their agency assignments were announced today by Lever Bros. They are:

- Summer County, a premium-price margarine, to Sullivan, Stauffer, Colwell & Bayles.
- Vim, a low-sudsing detergent in tablet form, to Ogilvy, Benson & Mather.
- Starlight Shampoo, packed in individual cellophane puffs, to J. Walter Thompson Co.
- Mrs. Butterworth's syrup, also to JWT.

■ These are the first new products on the market for Lever in about a year.

Starlight is just moving into

(Continued on Page 140)

Autolite's $2,000,000 Account Shifts to BBDO

Cutbacks in Grant's Detroit Shop Since Loss of Dodge Cited by Client

Toledo, Sept. 30—Batten, Barton, Durstine & Osborn today was named to handle all advertising for Electric Autolite Co., effective Jan. 1, according to E. R. Stroh, vp and director of advertising.

BBDO will have responsibility of advertising for spark plugs, batteries, service parts, marine and electrical parts for Autolite in the U. S., Canada and for the export business.

Mr. Stroh said the decision to shift from Grant Advertising, which had formerly handled the bulk of Autolite business, was not based on the quality of work or degree of service supplied by Grant, but was because of Autolite's need for a larger and more completely equipped staff in Detroit than Grant has maintained there since its loss of the Dodge account to BBDO last spring.

■ Selection of BBDO was influenced largely by the depth of its experience in radio and television, and the size and record of its Detroit office, which will handle the Autolite business.

Billings of the account are presently in the neighborhood of $3,000,000 yearly and it is expected the account may expand. Autolite recently opened an aggressive campaign seeking to improve its position in the auto parts replacement market.

Hicks & Greist, New York, which has handled a segment of Autolite's advertising on industrial

(Continued on Page 12)

Ford Guarantee Ads May Spur FTC Inquiry

Washington, Sept. 30—Ford Motor Co. ads this week extending new car warranties to a year or 12,000 miles has spurred a step-up in a Federal Trade Commission industrywide inquiry into automobile guarantees.

The Ford ad sent a shudder through FTC's bureau of consultation. Recently, the bureau has been talking with individual auto makers about the commission's "Guides Against Deceptive Advertising of Guarantees," which specify that the limitations on a guarantee must be fully and prominently disclosed.

In the ad Ford said it was so confident that its new cars had successfully achieved its goal of first in quality, greater durability and most reliable operation that it is departing from the three-month or 4,000-mile warranty which has been traditional in the business.

■ Commission sources indicated that Ford is only one of many

(Continued on Page 139)

Lanolin Plus Shifts to LaRoche, Daniel & Charles

'Reappraisal Based on Doubled Sales' Led to Idea of Leaving EWRR

New York, Sept. 28—Advertising for Lanolin Plus Inc. and its Vitamin Corp. of America subsidiary has shifted from Erwin Wasey, Ruthrauff & Ryan to C. J. LaRoche & Co. and Daniel & Charles, surrounded by confusion over:

- Whether or not it was resigned.
- How much the account bills.
- Why the new agencies were selected.

At Erwin Wasey, where it has been for two years (one each in Chicago and New York), the agency repeated it operated on a fee basis, and placed billings—based on capitalization of fees by six-and-two-thirds—at between $1,000,000 and $1,200,000. But the LaRoche agency will handle somewhere between two-thirds and three-fourths of a $3,000,000-$3,500,000 account, depending on which Lanolin Plus official is being quoted. And Daniel & Charles will have the remainder. The account reportedly will now be on a straight commission basis.

LaRoche, once a big Revlon agency, will handle Wash 'N Curl shampoo, Wash 'N Tint, Lanolin Plus liquid skin moisturizer and other new and test products. Daniel & Charles will work with Rybu-

(Continued on Page 139)

Last Minute News Flashes

Florida's Gov. Collins Offered Top NAB Job

New York, Sept. 30—Presidency of the National Assn. of Broadcasters has been offered to Gov. LeRoy Collins of Florida, Advertising Age learned today. He was selected this week from a field that had been narrowed to himself and White House confidante George Allen. If an agreement on terms is reached, the appointment will be submitted to the NAB board for approval probably next week.

Dairy Assn. Sets $4,000,000 Ad Budget for '61

San Francisco, Sept. 30—Details of a $4,000,000 ad campaign in 1961 were outlined by American Dairy Assn. officials at the first of 57 regional meetings held here yesterday. The budget includes $3,700,000 for consumer product advertising, with the rest going into trade and "public relations" advertising. The $4,000,000 is about the same as ADA's current ad budget. Total association operations will run about $6,250,000 next year. Campbell-Mithun, Chicago, is the agency.

Dickson Leaves JWT to Head Coke's New Fanta Unit

Atlanta, Sept. 30—Fred Dickson, formerly with J. Walter Thompson Co., Chicago, and before that with Coca-Cola Co. for many years, has been appointed president of Fanta Beverage Co., the new Coca-Cola division responsible for the marketing of Fanta beverages and the testing of Sprite, a new lemon-lime drink (*see story on Page 2*).

Madden Leaves Geyer; Will Become Consultant

New York, Sept. 30—Edward D. Madden, who for months has strongly denied that he was leaving Geyer, Morey, Madden & Ballard, announced his resignation today as vice-chairman of the board to form Wayden Co., advertising and marketing consultant, 465 Madison Ave.

(Additional News Flashes on Page 139)

1st Exec VP Ever . . .

JWT Promotes Reeves, Laurie, Elton, Seymour

NEW YORK, Sept. 30—J. Walter Thompson Co., which has generally eschewed ornamental titles, today named George C. Reeves to the newly created position of exec vp.

Mr. Reeves has been manager of Thompson's Chicago office since 1951, and he will continue in that capacity.

JWT has a flock of vps but up to now has resisted any elaboration of the title.

George C. Reeves

In three other actions taken at a board of directors meeting yesterday, Wallace Elton and Dan Seymour, vps in the New York office, were elected to the agency's executive committee, and William D. Laurie Jr., manager of the Detroit office, was named a board member.

In announcing the promotions, JWT made a point of noting that these are "the first major steps" to be taken within the agency since Norman H. Strouse, president, became chief executive officer in June.

• Mr. Reeves joined JWT's Cincinnati office in 1929 as a copywriter. He transferred to Chicago five years later and became creative director of the office in 1944. He has been a director since 1950.

• Mr. Laurie came to Thompson from Maxon Inc. in 1956. He joined as director of planning for the Detroit office and was appointed manager there last year. He began his career as a Maxon copywriter in 1934.

• Mr. Elton, who began his career as an assistant art director at N. W. Ayer & Son in 1929, worked for Thompson briefly before World War II and returned to the agency after the war as an art director. In 1955, he became editorial director on several major accounts. He has been a director since 1956.

• Mr. Seymour's background is in broadcasting. He began his career in 1935 with the Yankee Radio Network, in Boston, and came down to CBS, in New York, a year later. He became vp in charge of radio-tv at Young & Rubicam and joined JWT in a similar capacity in 1955. He has been a director since 1958. #

Ex-Adman Stone Named Administrator of NAB Radio Code

WASHINGTON, Sept. 29—Charles M. Stone, formerly a partner in Mason, Dow & Stone, Jacksonville agency, has been named to supervise administration of the radio code of the National Assn. of Broadcasters, effective Nov. 1.

Among his other duties, Mr. Stone will assist in preparing a monitoring program to insure compliance with the code by its subscribers, NAB said.

■ With the appointment, NAB's radio code will have an enforcement staff and machinery for the first time. The transition to a tougher radio policing system, modeled on the tv code procedures, has been under way since the height of the payola fuss last winter.

■ Mr. Stone is a veteran broadcaster with 26 years' experience. He has lived in Jacksonville for 24 years. Before joining Mason, Dow as a partner in January, 1959, he had been a sales executive of WMBR (radio-tv), Jacksonville, rising to vp in charge of tv sales, program, promotion and studio engineering.

Mr. Stone is scheduled to work under the supervision of John F. Meagher, NAB vp for radio. #

Eldon-Ungar Toy Account to Guild, Bascom

Business Is Third Non-Food Account Acquired in Month

SAN FRANCISCO, Sept. 27—Guild, Bascom & Bonfigli has been appointed agency for Eldon-Ungar Toys, a division of Eldon Industries, Los Angeles.

The appointment was announced by Davis Factor Jr., director of advertising of Eldon Industries. Originally incorporated in 1937, Eldon has acquired a number of other manufacturing companies within its field.

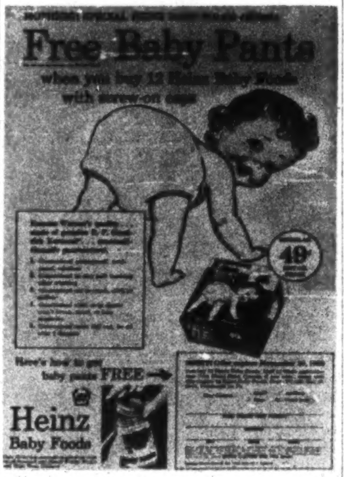
Eldon-Ungar has not had an agency in recent years.

■ Main items in the company's line are Eldon toys, made of nonbreakable polyethylene plastic, and Ungar toys consisting entirely of electrically operated toys. Both lines have national distribution.

GB&B's diversification from its traditional field of grocery store products is demonstrated in the acquisition, just as it was in the two other accounts it added within the past month: Pacific Telephone Northwest and Remington Rand systems division.

■ "We felt that an agency which could sell cereals effectively to both children and adults," Mr. Factor explained, "might well do an outstanding job of selling toys."

Robert L. Whitehead will be account supervisor; the account will be serviced from San Francisco. #


Free Baby Pants
when you buy 12 Heinz Baby Foods with screw-on caps
49¢
Here's how to get baby pants FREE
Heinz
Baby Foods

PANTS OFFER—*This page will appear in November magazines to promote Heinz baby foods' offer of free baby pants with 12 baby food labels. Promotion will also be backed on tv and Sunday supplements. Maxon Inc. is the agency.*

New Coke Fanta Unit Tests Sprite, Names McCann-Marschalk

ATLANTA, Sept. 29—Coca-Cola Co., a one-product company for more than 50 years, seems to be busting out all over.

A merger with Minute Maid Corp. is in the works (AA, Sept. 26), and this week the company announced the formation of a new division, Fanta Beverage Co., to market the Fanta line of flavored soft drinks, and to test market a new lemon-lime drink, Sprite.

The Fanta line, originally developed abroad, has been available to bottlers for several years but still has very limited distribution.

Sprite, designed to serve as both a mixer and a soft drink, is being tested in Sandusky, O., and Lansing, Mich. The Coke move follows Pepsi-Cola's introduction of a lemon-lime drink under the Teem name. Both are angled at the market segment dominated by Seven-Up.

McCann-Marschalk Co., a division of McCann-Erickson, will be handling advertising for the Fanta division. McCann-Erickson Advertising (U.S.A.), another division, is the Coca-Cola agency. #

Oldsmobile Names Mehring Ad Director

LANSING, Sept. 28—Oldsmobile division of General Motors Corp. has named S. F. Mehring director of advertising, succeeding Lloyd A. Grobe, who has been appointed director of group selling activities.

Mr. Mehring had been Oldsmobile's general sales manager from a year ago until he was granted a leave of absence for illness last spring. At that time, Emmett P. Feeley moved from Chevrolet to become general sales manager.

Mr. Mehring joined Oldsmobile in 1948 as a district manager in Portland, Ore. Later he was named zone manager in Boston and St. Louis, midwestern regional manager and then assistant general sales manager in the western half of the U.S.

■ Mr. Grobe joined Oldsmobile in 1954 as business manager in the Los Angeles zone and has been advertising manager since 1957. In his new post he will be responsible for group selling activities, including exhibits and displays, employe sales and promotion, car fleets for special events and coordination of Oldsmobile's driver training program with dealers. #

S. F. Mehring

Lloyd A. Grobe

ABP Adds 'Institutions', 'Domestic Engineering'

Institutions Magazine and *Domestic Engineering*, published by Domestic Engineering Co., Chicago, have become members of Associated Business Publications, New York. The ABP now has 167 member publications.

Ciba Promotes Mann

Fredric I. Mann, who joined the advertising department of Ciba Pharmaceutical Products, Summit, N.J., in 1956, has been appointed assistant creative manager.

Speedboat Isn't Deductible as Ad Cost, Says Judge

WASHINGTON, Sept. 27—A boat racer discovered today that Page 1 publicity for his big hydroplanes didn't make enough of a splash with the tax courts to qualify as tax deductible advertising for his Detroit electrical contracting business.

The boat owner, Joseph A. Schoenith, president of W. D. Gale Inc., won the "world series of boat racing," the Gold Cup, in Seattle's Lake Washington in 1955. That year, and in two previous years, Mr. Schoenith chalked off over $144,000, the cost of owning and operating his boats, as an advertising expense.

■ The tax court admired all the publicity, but regretted that most of it was directed at Mr. Schoenith, and not at his business.

In the course of the tax court hearing, Mr. Schoenith pulled out four scrapbooks full of newspaper and magazine articles and pictures to prove to the tax court that winning races pays off in more business. Also cited as advertising by the petitioner was a 20-minute film, with a leader saying that it had been provided by W. D. Gale, showing important boating victories in Detroit and Seattle.

As a final bit of evidence, Mr. Schoenith sent around some of the company's stationery, displaying on the letterhead a Gale hydroplane with the slogan, "You're ahead with Gale."

After looking at the film and reading through the scrapbooks, the tax court admitted there was plenty of publicity stirred up by the boats' performances. But it contended that most of it was about Mr. Schoenith and his son, Lee, who piloted the boats.

■ The tax court conceded that the publicity Mr. Schoenith received might have paid off in a business way, but it contended the publicity "could hardly be classed as an ordinary and necessary business expense."

The tax court ruled, therefore, that the $144,155 cost of owning and operating the boats in 1953-'55 was not tax deductible as an advertising expense and further held that the amount spent by the company on the boats should be included in the gross income of Mr. Schoenith and his wife. #

API Boosts Long to 'IM', 'AR' Post; Names Goes

Daniel J. Long, formerly on the sales staff of Advertising Publications Inc., has been named eastern advertising manager in New York of API's *Industrial Marketing* and *Advertising Requirements*.

William Goes has been appointed sales representative in the midwestern area for *Advertising Requirements*, Chicago. He formerly was with Lettering Inc. and Ross Wetzel Studios, both of Chicago.

William Goes

Daniel J. Long

Bartolone Joins Burdick

Joseph Bartolone, formerly with Robert E. Wilson Inc., has joined Burdick & Becker, New York, as an account executive.

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Advertising is "good," say more than 82% of Cincinnatians, according to a survey by the Stephen H. Wilder Foundation ....Page 28

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Note: In the map on Page 64, showing food store sales, population and income by U.S. regions, add 000 to all totals.

Stephano Ad Setup Unchanged in Factory Deal

Cigaret Marketer Farms All Manufacturing; Drops Jaguar; Plans New Item

PHILADELPHIA, Sept. 27—Stephano Bros., manufacturer of a number of tobacco brands, which has just made an agreement with U.S. Tobacco Co. calling for the latter to do its manufacturing, plans no immediate changes in its marketing-advertising program, Constantine Stephano Jr., an official of the company, told ADVERTISING AGE.

Stephano's agreement with U.S. Tobacco, called an economy move, pertains only to actual manufacture. Stephano will handle all other functions, including management, distribution, sales and marketing.

Stephano's agency is Aitkin-Kynett Co. here, and the company plans no change, Mr. Stephano said. Current advertising is centered on Trend, a cigar in cigaret form, packed in a cigaret-like box. Men's magazines, including *Esquire*, *Field & Stream* and *True*, are being used.

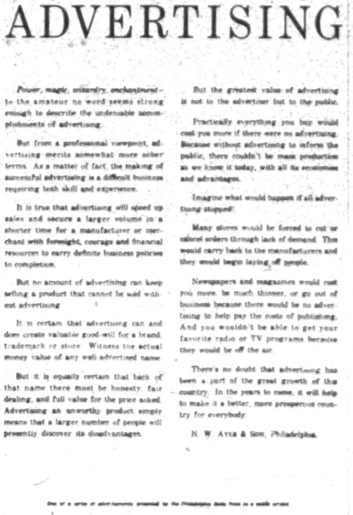
- Advertising for Marvel, an economy-price cigaret, is on a co-op basis with food and drug chains. The company also markets Frappe and Vogue, the latter a premium-price cigaret wrapped in pastel-color paper.

Earlier this year, Stephano test-marketed a premium-price filter tip cigaret called Jaguar in Detroit, through W. B. Doner & Co. The program for this has been discontinued, Mr. Stephano said.

He added that part of the disenchantment with filter tips, which admittedly have been rising in consumer favor until recently, has been the difficulty in advertising them. The chief advantage of the filters, he explained, has been what might be called the health factor.

But Federal Trade Commission restrictions on any such claims have made allowable advertising tame and ineffective, he said.

- He said his company plans to launch a new product early next year. At that time it may decide to expand its use of advertising and to use other media, but currently, it has no such definite plans, he said. #



ADVERTISING

Power, magic, wizardry, enchantment—to the amateur no word seems strong enough to describe the undeniable accomplishments of advertising.

But from a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact, the making of successful advertising is a difficult business requiring both skill and experience.

It is true that advertising will speed up sales and secure a larger volume in a shorter time for a manufacturer or merchant with foresight, courage and financial resources to carry definite business policies to completion.

But no amount of advertising can keep selling a product that cannot be sold without advertising.

It is certain that advertising can and does create valuable good-will for a brand, trademark or store. Witness the actual money value of any well advertised name.

But it is equally certain that back of that name there must be honesty, fair dealing, and full value for the price asked. Advertising an unworthy product simply means that a larger number of people will presently discover its disadvantages.

But the greatest value of advertising is not to the advertiser but to the public.

Practically everything you buy would cost you more if there were no advertising. Because without advertising to inform the public, there couldn't be mass production as we know it today, with all its economies and advantages.

Imagine what would happen if all advertising stopped!

Many stores would be forced to cut or cancel orders through lack of demand. This would carry back to the manufacturers and they would begin laying off people.

Newspapers and magazines would cost you more, be much thinner, or go out of business because there would be no advertising to help pay the costs of publishing. And you wouldn't be able to get your favorite radio or TV programs because they would be off the air.

There's no doubt that advertising has been a part of the great growth of this country. In the years to come, it will help to make it a better, more prosperous country for everybody.

N. W. Ayer & Son, Philadelphia

FIRST—*This ad by N. W. Ayer & Son is the first to run in the Philadelphia News, in a series of page ads on advertising which the newspaper will run as a public service (AA, Sept. 26).*

Henry Adams Brogan Abernethy Ballard Geyer

READY TO ROLL—*Sam Ballard, president of Geyer, Morey, Madden & Ballard, New York, flips through announcement ads for the 1961 Rambler before attentive audience composed of Fred W. Adams, sales manager, E. B. Brogan, ad manager, and Roy Abernethy, vp in charge of distribution and marketing, for American Motors, and B.B. (Pat) Geyer, board chairman, and John F. Henry, Detroit vp, of the Geyer agency. Meeting took place in Atlantic City, scene of the last of six Rambler announcement meetings held for dealers across the country.*

American Motors Uses Five Media

DETROIT, Sept. 29—American Motors Corp. will employ the largest advertising campaign in its history this fall to promote its line of 1961 Ramblers.

E. B. Brogan, Rambler advertising manager, said that newspapers, magazines, radio and tv spots and movie trailers would be used. The push breaks Oct. 12 with page newspaper ads. A total of 2,700 daily and weekly newspapers will be used.

The heaviest schedule of magazine color ads ever run for Rambler will appear as spreads and pages during October and November in *Holiday*, *Life*, *Look*, *Newsweek*, *Reader's Digest*, *The Saturday Evening Post*, *Sports Illustrated*, *Sunset Magazine* and *U.S. News & World Report*.

- The television program includes five to ten spots on 125 stations in major markets throughout the U.S.

(Continued on Page 10)

FCC Adopts Short Term Licensing Plan for 'Marginal' Stations

WASHINGTON, Sept. 29—The Federal Communications Commission adopted a new regulation today providing for less-than-three year licenses for stations whose conduct is under observation.

The rule, an outgrowth of last year's payola hearings, will be used "occasionally," FCC said, in the hope of getting better performance from stations, and "having a beneficial influence on broadcast stations generally."

While FCC has conceded that it cannot "censor" station broadcasts, it has insisted on a right to examine station "performance" when licenses are up for renewal. Shorter-than-normal licenses were proposed March 2 as a way of giving FCC a more frequent opportunity to pass on "marginal" stations.

Special authority establishing the commission's right to issue shorter-than-normal licenses was included in this year's anti-payola law passed by Congress early this month. #

K&E Adds Mitchell, Switches Avedon

NEW YORK, Sept. 30—David C. Stewart, newly elected president of Kenyon & Eckhardt, has made two top-level appointments.

Fred Mitchell

In New York, Fred Marlin Mitchell Jr. has come over from Dancer-Fitzgerald-Sample to become a senior vp and account supervisor on the agency's Lever Bros. business. Mr. Mitchell was with D-F-S for six years. He previously lectured in marketing at Northwestern University's graduate school of business.

In Los Angeles, Burt Avedon has been brought up from Mexico City to become vp in charge of K&E West Coast operations. He replaces William King Jr., who has resigned.

Mr. Avedon has managed K&E's Mexican shop since it was opened in 1956. Under his direction, the office has become a going concern in Mexico, with billings in excess of $1,000,000. He was previously with K&E's San Francisco office.

Burt Avedon

William Miller

William Miller, who recently joined K&E in Mexico City, replaces Mr. Avedon as managing director. Mr. Miller managed J. Walter Thompson's Mexican office from 1947 to 1956 and was with Ford Motor Co. in Mexico before moving to K&E. #

'Parade' Boosts Peloquin

L.R. Peloquin, New York manager of *Parade* since 1954, has been promoted to vp and ad sales manager, a new title.

'We Resigned Breast O'Chicken as Unprofitable Account': Robinson

Client Which Just Named D'Arcy Whittled Billing, 'Asked Costly Services'

LOS ANGELES, Sept. 29—The Breast O' Chicken tuna account (including Purr cat food), which was reported moving to D'Arcy Advertising Co. last week (AA, Sept. 26), had been resigned Sept. 19 by its present agency, Grant Advertising, ADVERTISING AGE was told today.

(D'Arcy and Breast O'Chicken have both confirmed the appointment, which was reported exclusively in AA last week.)

In making the announcement, Elwood J. Robinson, exec vp of Grant and formerly president of Robinson, Fenwick & Haynes, which was merged with Grant Aug. 1, said:

"At the time of our resignation, it was mutually agreed with Breast O' Chicken management that we would withhold announcements for 30 days. However, in view of the conflicting and erroneous stories which have appeared in the trade press, we believe the matter should be clarified immediately.

"When Robinson, Fenwick & Haynes first solicited the account in the fall of 1958, we were advised by the company's management that the billing would run approximately $1,000,000 a year. On that basis, we agreed to provide, at our expense, extensive research and merchandising assistance to the Breast O' Chicken sales depart-

(Continued on Page 140)

Manitoba Greenery to Thwart Bootleg U. S. Outdoor Ads

WINNIPEG, Sept. 27—A Green Curtain is being slowly drawn against some U. S. advertisers which aim messages across the Canada-U. S. border.

One section of Manitoba's Highway 75 follows the U. S. border for about 1,200'. And on the U. S. side, about 50' from the highway's center line, there are about a dozen outdoor boards, mostly advertising U. S. products.

Manitoba regulations say billboards must be at least 250' from the center of the highway, but, since these signs are in U. S. territory, they are beyond the reach of the Manitoba government.

- The impunity of the offending advertisers, however, will be short-lived.

The province has landscaped the Manitoba edge of the right-of-way with tall, fast-growing trees and shrubs. Within about five years, they will effectively screen the signs.

The Manitoba government denies the move is retaliatory and insists the landscaping was planned before the boards were erected. #

Advice to Client Eases F&S&R Out of Account

Per Agency's Findings, Association Diverts Too Much from Media Budget

WASHINGTON, Sept. 28—Fuller & Smith & Ross, New York, seems to have worked its way out of the National Electrical Contractors Assn. account.

As agency for NECA, F&S&R has been producing institutional advertising which ran in *Business Week*, *Fortune* and a group of contracting industry publications. Three years ago the association's marketing program was expanded; F&S&R was assigned to conduct a $250,000 survey to determine how effective the industry has been in exploiting its market.

On the basis of the study, F&S&R advised that the association put more emphasis on sales training. Now the client has taken the agency at its word and has diverted so much of its budget into sales training materials that F&S&R has resigned the account.

- The association reported the ad budget, which has been as high as $150,000, already has been shaved below the $100,000 mark and said media plans for next year are uncertain.

In talks with two or three agencies which are under consideration to replace F&S&R, NECA has indicated it might be interested in an "image" campaign, using largely the same media list, but at less frequent intervals. Selection will be confined to agencies contacted by NECA, the association said, but a decision may still be two months away. #

Second Quarter, 1960 . . .

P&G Leads Spot TV Users, Natch, Even with Revised Measuring Rules

NEW YORK, Sept. 28—Effective with the second quarter of 1960, the Television Bureau of Advertising has revised its method of estimating spot television expenditures. The effect of this change, which separates what had been nighttime into night and early evening periods, is to lower the figures.

Years ago when N. C. Rorabaugh Co., which provides TvB with the data for the spot tv reports, started making these compilations, it followed the then prevalent time classification pattern of day (everything up to class A time); night (all Class A time) and late night (everything after that).

- The second quarter report uses a four day-part split as the basis for its estimates: Day (depending on the station, goes roughly up to 5 p.m.); early evening (from about 5 to 7:30 p.m.); night (roughly, 7:30 to 10:30 or 11) and late night (everything after the network time). Within the night classification, Rorabaugh, in its estimates, takes into consideration the fact that there are higher and lower priced subdivisions of nighttime.

- Using the new ground rules, TvB came up with an estimated gross spot tv expenditure of $160,648,000 for April, May and June. If the old three-part day basis had been used the figure would have been $174,245,000 or a 9.7% increase over the second quarter 1959 figure of $158,904,000.

As practically always, whatever the rules, Procter & Gamble led the

(Continued on Page 142)

Duram Blames Big TV Agencies for Formula Shows Built on per-1,000 Cost

F&S&R Expanding Use of TV; Cites Its Rule for Program Selection

NEW YORK, Sept. 28—The giant tv advertising agencies were attacked by Arthur E. Duram, senior vp in charge of radio-tv of Fuller & Smith & Ross, for forcing formula programming "down the throats" of viewers, sponsors and other agencies.

"For eight years," Mr. Duram said at a press conference here yesterday, "the half-dozen giant agencies which plan and buy programs for impulse package goods have concentrated so hard on television's great distraction, the cost-per-1,000 theory, that most other agencies are condemned just by being in the same business."

F&S&R's answer to the "formula programming evil," Mr. Duram explained, is an individual concept of programming for each client, with an emphasis on quality and originality. Good programs have a greater efficiency than poor ones, he added, and they achieve a low cost per 1,000 as an end result, rather than as a prime goal.

■ Even such "egghead" shows as "Omnibus" achieve a cost per 1,000 comparable to, or lower than, *Life* and *Reader's Digest*, namely $2.15 per 1,000 adults, the F&S&R executive said. He said that the objectives of television are gained, not by programs, but by "wise facility decisions based on the right time period, the full network, adjacencies and competition." The differences between a high rating show and one with an average rating tend to diminish over a 13-week period, he added.

Mr. Duram advanced the opinion that an advertiser can increase the size of his tv audience and lower his cost per 1,000 by being a program innovator. He suggested that more ingenuity could be used by major tv advertisers in scheduling shows.

As an example he proposed the counter programming theory; this he described as the placement of two different shows at the same time on two different networks.

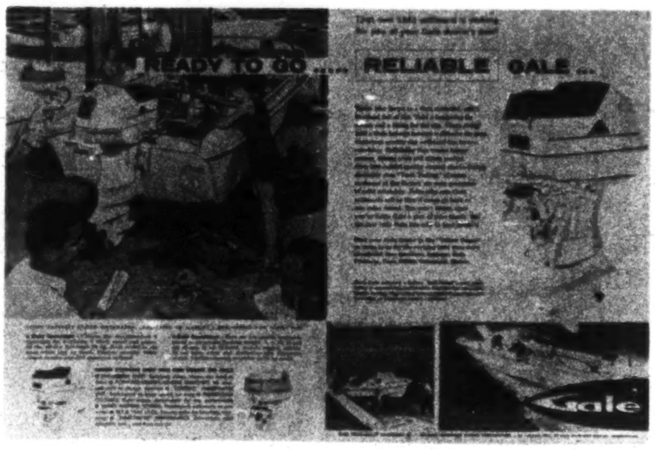
■ As important as ratings are such considerations as who selects a show and how much attention is devoted to it by the adult members of the family, the agency man said.

Mr. Duram said F&S&R recommends this program selection formula: Number of viewers times target selectors (those choosing a show who are potential buyers of the sponsor's product) times sponsor identifiers.

Robert E. Allen, president of F&S&R, said that the agency is intensifying its tv effort, accelerating creative service to present broadcast clients and expanding its tv-radio potential. The agency's tv-radio facilities include a studio, closed-circuit tv system, editing facilities and a variety of electronic equipment.

■ One of the agency's clients used the closed circuit system to telecast a board of directors meeting to 18 cities, Mr. Allen said. It formerly took six teams of executives five weeks to cover the same territory. In all, 18 closed-circuit telecasts have been staged for clients. The closed circuit also is used to test new ad ideas before they are put on film.

As another move in F&S&R's stepped-up broadcast activities, Mr. Duram pointed to the agency's recent executive appointments in the radio-tv department, including the naming of Edward H. Mahoney to the new post of vp and manager of the department. Also, he added, there is now an autonomous nine-man tv creative unit for Alcoa, headed by George Wyland, ad creative director. #



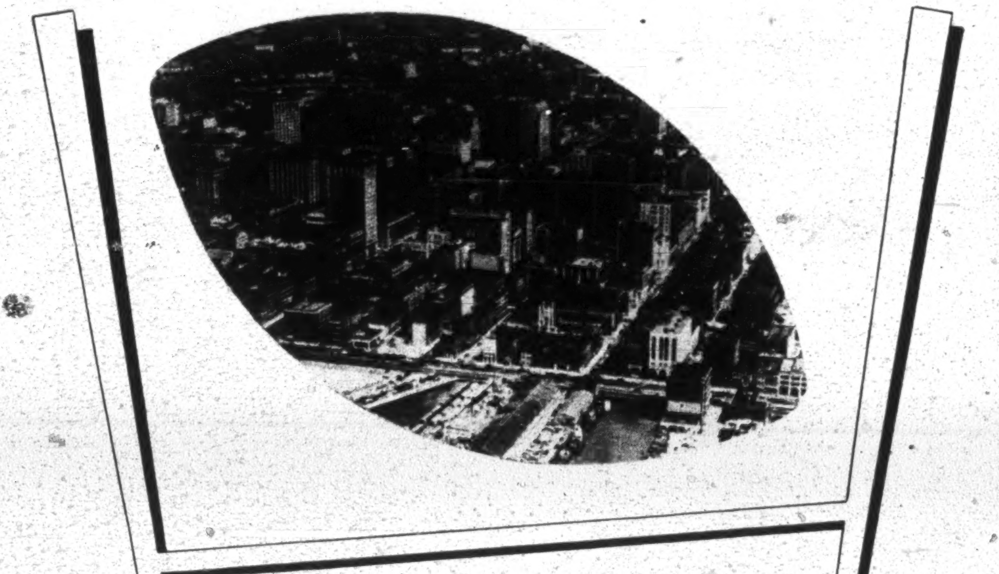
FUN—*Gale Products, Galesburg, Ill., is launching a series of color spreads and pages in consumer magazines in October for its outboard motors stressing reliability and family fun. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

Beck Joins Montgomery

Jim Beck has joined Richard G. Montgomery & Associates, Portland, as an account executive. Mr. Beck was formerly advertising manager of Shears Supermarkets, Eureka, Cal.

KFBI Names Coppersmith

KFBI, Wichita, has appointed Jack Coppersmith general manager. Mr. Coppersmith was formerly sales manager of KSIR, Wichita.



Right where it counts!

When it comes to reaching America's most compact major market, here are the facts:

Over 85% of Baltimore families (1.5 million people) live within a 15-mile radius of the heart of downtown, roughly the ABC city zone.

This same compact area is America's 13th largest market. Here an estimated 92% of the Baltimore total retail sales are transacted.

Contact with this uncommonly compact market can best be established with the Sunpapers . . . for good reason. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, productive city zone.

The Baltimore Sunpapers

ABC 3/31/60: Combined Morning and Evening 415,095—Sunday 320,877

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

VA
N.C.
S.C.
ARK
LA
MISS
ALA
GA
FLA

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In The
Top 20 In
Total Retail Sales

Watch Food Sales Sprout

Hungry Metropolitan Greensboro Market ranks high in food sales in the South's top markets—ahead of Baton Rouge, close behind primary markets like Nashville, Knoxville and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Read why America's top food executives say: "THIS WEEK Magazine moves goods fastest!"

Gerald A. Awes, President, Lucky Stores
"moves tremendous quantities of merchandise"

A. J. Bayless, President, A. J. Bayless Markets
"a super magazine for super marketing"

Alf L. Bergerud, President, Red Owl Stores
"most effective for high store traffic"

Tom Borman, President, Borman Food Stores of Michigan
"ideal medium between manufacturer and supermarkets"

T. J. Conway, President, The Fisher Bros. Co.
"unparalleled sales power"

Theodore E. Cummings, President, Food Giant Markets
"THIS WEEK readers respond"

A. D. Davis, President, Winn-Dixie Stores
"really moves the goods"

Claude W. Edwards, President, Alpha Beta Food Markets
"a strong selling agent"

F. S. Fishburn, Exec. Vice-Pres., Assoc. Grocers of Colorado
"a powerful selling force"

Ned Fleming, President, The Fleming Co.
"sells the consumer... sells the retailers"

Edwin J. Fox, President, Fox Markets
"moves goods in volume and profitably"

J. Earl Garrett, President, Mayfair Markets
"wonderful selling media"

T. G. Harrison, Chairman, Super Valu Stores
"national prestige... local impact"

George W. Jenkins, President, Publix Supermarkets, Inc.
"an outstanding force to move products"

R. M. Laverty, President, Thriftimart
"heavy coverage among regular customers"

H. V. McNamara, President, National Tea Co.
"excellent consumer acceptance"

N. D. Ramsey, President, Market Basket
"gives impetus to turnover"

Mike Robinowitz, President, Cooperative Food Dist. of America
"When a food advertiser uses THIS WEEK, things start to happen"

Arthur Rosenberg, Vice-President, Food Fair Stores
"paves the way for quick turnover"

L. B. Smith, Jr., President, Thorofare Markets
"pre-sells a good product"

Louis H. Taxin, President, Daitch-Shopwell
"a national advertiser can select no better medium"

T. A. Von Der Ahe, President, Von's Grocery Co.
"continuing influence week after week"

Richard Waxenberg, President, Eagle Food Centers
"THIS WEEK products are prominently displayed on our shelves"

H. Winer, Chairman of the Board, Elm Farm Foods Co.
"moves products out on Monday"

The most powerful selling force in print!

This Week
MAGAZINE

CIRCULATION
MORE THAN **13,000,000**

'Portland Reporter' Names Advisory Board

The *Portland Reporter*, tabloid-size semi-weekly newspaper published by unions that are on strike at the *Oregon Journal* and *Oregonian*, has established an advisory board of six prominent Portland persons to guide the *Reporter*. The publication is preparing to become a daily late this year.

Robert D. Webb, publisher, said the board will counsel the management in its stated policy "to publish a newspaper free from domination or control by any economic or political group. No advertiser will be preferred and none will be discriminated against," Mr. Webb said. "News reporting will be objective, and the editorial policy will be liberal and independent," he said.

Business Opportunities

Interested in locating manufacturers selling products to the landscape industry, and who wish to increase their volume through sound merchandising. Please write LANDSCAPING, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103 for full details.

Standard Radio Buys CJAD

John A. McDougal, president of Standard Radio Ltd., Toronto, has reached an agreement with J. Arthur Dupont, president of CJAD, Montreal, for the purchase of all the shares of CJAD. Mr. Dupont, who formed CJAD in 1945, will continue as a director and consultant of the station. Completion of the sale awaits the approval of the Federal Department of Transport, which is given upon the recommendation of the Board of Broadcast Governors.

Young Named 'SR' Columnist

James Webb Young, longtime J. Walter Thompson Co. executive and now a consultant with JWT, has been named one of several departmental columnists for the new communications supplement to be inaugurated in the Oct. 8 issue of the *Saturday Review*, New York. Mr. Young will conduct the monthly column devoted to advertising. He also is a former ADVERTISING AGE columnist.

GET 'EM!
XPERT
RANGER
TIME-PROVEN SHOT SHELLS

HUNTING HUNTERS—*The Winchester-Western division of Olin Mathieson Corp. is using outdoor posters in 48 states and space in 40 magazines during the fall and winter to promote its firearms and ammunition. Full color paintings by wildlife artists will be featured in the ads. D'Arcy Advertising Co. is the agency.*

TvB Contest Seeks 'Unusual' Studies on Human Impact of TV

NEW YORK, Sept. 28—The Television Bureau of Advertising has devised an unusual method of stimulating new research ideas to gauge the effect of tv on human behavior.

The bureau will underwrite a $10,000 competition "for exceptional plans in the field of television research." Plans may be submitted by "unusually talented persons from any occupation." Eighteen cash awards, ranging from $250 to $4,000, will be presented to the winning planners.

The competition, believed to be the first of its kind ever staged in the communications field, was planned by a governing committee of educators and business executives headed by Prof. Mark A. May of Yale University. This committee will conduct the project, whose specific objectives are:

- "To produce exceptional plans for research on television, whether by itself or in relation to other means of communication.
- "Toward this end, to stimulate the creativity and the skills of unusually able persons, whatever their field of competence or affiliation (university, business and industry, government service, etc.)."

▪ The committee's booklet suggests these as examples of problem areas that might be looked into by contestants:

"**Civic behavior**—voting or other community activities.

"**Learning and education**—whether formal or informal.

"**Consumer behavior**—the purchasing process, including the making of choices.

"**Cultural values and activities**—changing levels of public taste, prejudices and their social manifestations.

"**Interpersonal relations**—the interaction of people as influenced by television."

▪ The participants are not limited as to range of research methods, but the committee suggests that the individual research project be focused on specific problems, rather than complex, long-term programs.

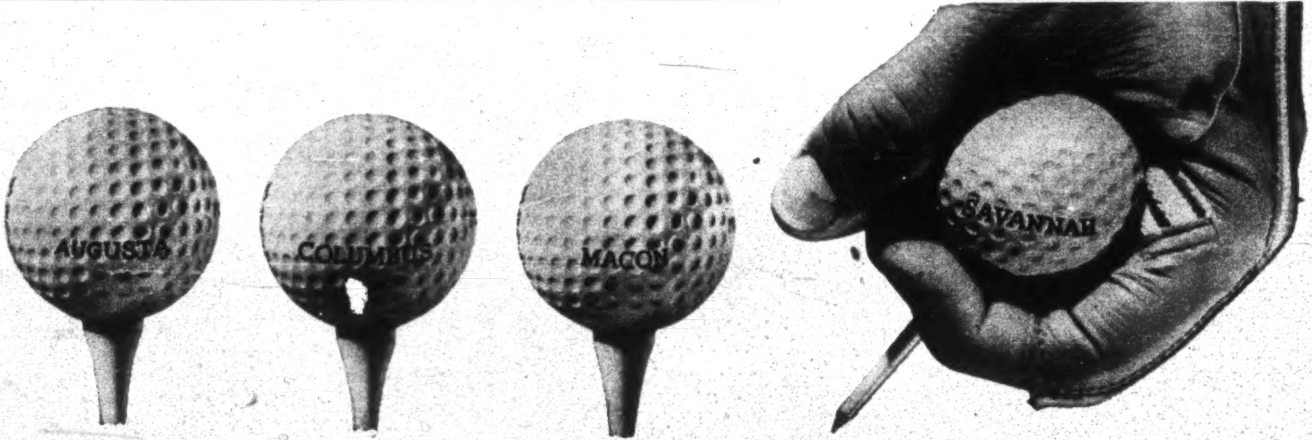
Entries may be submitted by individuals only and not by companies, though joint authorship by individuals will be permitted. Entries must be postmarked no later than midnight, March 15, 1961. The winners will be selected by a panel of judges made up of various types of research specialists. The winning plans will be published in book form. Particulars on the submission of the entries may be obtained by writing to the governing committee, in care of TvB, 1 Rockefeller Plaza. #

O'Keefe Was with Reinhold

In a news item reporting the appointment of Howard E. Keim, David B. Herrell and Philip O'Keefe to the sales staff of Fairchild Publications' new *Metalworking News* (AA, Sept. 19), a line of type was dropped and the story said David B. Herrell formerly was with Reinhold Publishing Corp. The story should have read: Mr. Herrell formerly represented all Fairchild publications in Dallas. Mr. O'Keefe formerly was with Reinhold Publishing Corp. as Chicago district manager of *Materials in Design Engineering*.

WESH-TV

PREFERRED IN
ORLANDO-DAYTONA MARKET



The Georgia Group is now a foursome

Savannah joins Augusta, Columbus and Macon
to create a dynamic $2 billion dollar market

863,500 METRO POPULATION

The now combined Augusta, Columbus, Macon and Savannah trading area is 82 counties big. Total population is 1,778,300 . . . practically 50% of the state. City zone population is 575,782. And with a metropolitan population of 863,500, the Georgia Group cities rank 28th nationally.

A BILLION DOLLAR FAIRWAY

Everything is up in the Georgia Group market. Retail sales are at the rate of $1.3 billion annually. Food sales are well over $330 million. Automotive sales have passed the $251 million mark. Drug sales total $41 million. And the sale of general merchandise has topped $173 million.

PLAY THESE FOUR TO WIN

With a combined circulation of 266,213 daily and a Sunday total of 227,653, one shot with the Georgia Group lays you closer to the sales pin. And read in 4 times as many homes as any other newspaper, the Georgia Group papers deliver both massive coverage and incisive penetration of Georgia's sizzling second market.

A PACKAGE BUY WITH 13% SAVINGS

It's one order . . . one bill . . . and one check when you buy the Georgia Group. You save time, effort . . . and dollars . . . savings of 13% on each 10,000 lines. During the first quarter of 1960, the number of national advertisers making this package buy jumped 50% over the same period last year . . . with a 55% increase in the dollars they have invested in the Georgia Group.

Play with the winning foursome . . . with the bigger and more powerful Georgia Group.

THE
Georgia Group

AUGUSTA *Chronicle and Herald*
COLUMBUS *Ledger and Enquirer*
MACON *News and Telegraph*
SAVANNAH *News and Press*

Represented nationally by THE BRANHAM COMPANY

Sources: SRDS 8/15/60 — Survey of Buying Power July, 1960 — ABC Statements 3/31/60

This page gives advertisers
the most advantageous rate
in the newsweekly field*

*Where you get to the top in Washington

Vitally important to thousands of businesses are the decisions of the top officials in America's defense establishments . . . National Aeronautics & Space Administration, Army, Navy, Air Force, Office of the Secretary of Defense. To reach *more* of these executives, put your message in Newsweek.

- **Of the most important officials in the nation's defense establishments, 58% read Newsweek. 53% read Time. 35% read U. S. News & World Report.**

The top men in government, like their counterparts in industry, prefer to do their own thinking. They choose Newsweek's *fair*, unbiased news reporting. They have broad interests—so they prefer Newsweek's *complete* coverage of human affairs. If your company depends on *you* to make the most of every advertising dollar, remember: in Washington, as in so many other spheres of influence, your dollar goes further in Newsweek.

SOURCE: a 1960 survey by the research firm of Walter Gerson
and Associates, Washington, D. C.

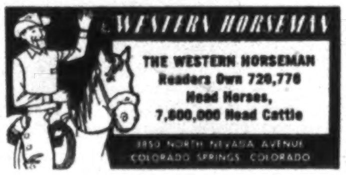
The world-wide newsweekly for communicative people

Wolff Joins Masla

Donald A. Wolff has been manager of the Chicago office of Jack Masla & Co., radio and tv station representative. Mr. Wolff formerly was assistant manager of Forjoe & Co., Chicago. Masla has moved its Chicago offices to 75 E. Wacker Dr. The company also has been named to represent WBOS (am and fm), Boston.

Griswold-Eshleman Names Ruf

Louis F. Ruf has been elected assistant treasurer of Griswold-Eshleman Co., Cleveland. Mr. Ruf, who joined the agency in 1957, will continue in the post of secretary and office manager.


WESTERN HORSEMAN

THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,800,000 Head Cattle

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

PAR Broadens Its Service to Include Drug Store Testing

EVANSVILLE, IND., Sept. 28—Product Acceptance & Research, which tests new and redesigned products through new product centers in selected food stores, has added a similar service for drug store items.

R. Craig Campbell, president of PAR, said 50 retail druggists in the Evansville marketing area will have new product centers to handle the test products. As in the food store setup (AA, June 13), the center will feature new products for five weeks to get maximum consumer attention. Then the products will be put on regular shelves to test repeat purchases and competitive factors.

Mr. Campbell said the cooperating druggists represent about 70% of the drug store business done in the Evansville area.

He said Helene Curtis Industries has signed as the first client for the drug store research.

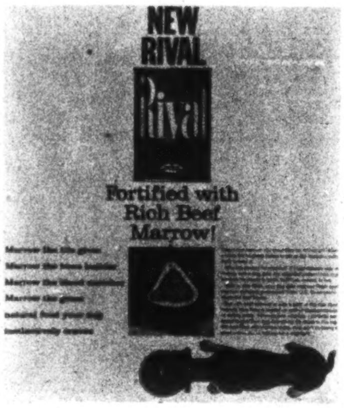
■ The drug division of PAR will include a retailer advisory committee, similar to one recently established for the food division. These committees attend meetings and offer advice on the products.

As part of PAR's expansion, Harvey Seaman, formerly senior research analyst at Kroger Co., Cincinnati, has been named market research director. #

Buchen Changes Name to Buchen Advertising

Buchen Co., Chicago, has changed its name to Buchen Advertising after 37 years under the former name. After a recent merger with Dobbins, Woodward & Co. (AA, July 25), Buchen established New York offices at 730 Fifth Ave. It also has an office in South Orange, N.J.

Leon Morgan, president, said current billings are approximately $14,000,000.



MARROW—*Rival Packing Co., Chicago, launches its first advertising pointing up the benefits of beef marrow in dog food in newspapers in 36 markets and on radio in 11 markets starting Oct. 1 and running six months. Needham, Louis & Brorby is the agency.*

Pine Association Drops N. W. Ayer, But Reluctantly

Western Promotion Group Seeks Agency Nearer to Its Base of Operation

PORTLAND, ORE., Sept. 28—The Western Pine Assn., promotion organization for lumber mills of 12 western states, will part company Jan. 1 with N. W. Ayer & Son after 36 years of agency-client rela[illegible]hip, one of the longest terms of any major western advertiser.

The association now is talking to Portland agencies about the account. By screening it hopes to reduce the number of contenders to four, from whom presentations will be heard on Oct. 25. The association will require that the agency have its home base in Portland or will have its creative office based near Portland. As a practical matter, the feeling is that the new agency will have to be in Portland. The account bills approximately $300,000 a year.

■ The association has made no announcement of the change and indicated that it preferred to say nothing until the new agency has been selected. ADVERTISING AGE has learned, however, that the dropping of Ayer is with a good deal of reluctance on the part of the association, which continues to have a high regard for Ayer and the work that the agency has done on pine promotion.

There are indications, however, that the agency and client have been moving in opposite directions. Ayer concentrates its creative staff in Philadelphia and uses its San Francisco office to service the pine account. In earlier days, when the association worked mainly on institutional promotion, Ayer's use of a Philadelphia staff, it is understood, posed few problems. However, the requirements of the association have been changing, AA learned.

■ Since inauguration of an overall national wood promotion campaign last year (AA, Jan. 12, '59) the association has been shifting the emphasis in its advertising—away from the institutional approach and more toward products of the pine region. This, it is felt, calls for closer working relationships between the association and the agency's creative staff in talking specifically about pine products.

The association's promotion committee, which is working on selection of the new agency, is headed by H. J. Ford of Tarter, Webster & Johnson, California pine producer with headquarters at San Francisco. #

Janet Byers Joins KFWB

Janet Byers, previously advertising and sales promotion manager of KYW, Cleveland, has been appointed advertising manager of Crowell-Collier Broadcasting and KFWB, Hollywood, effective Oct. 3.

New York AFA Moves

National headquarters for the Advertising Federation of America has moved to 655 Madison Ave., New York.

Boomerang!

SEE PAGE 85

in New York
64% of
new car purchases
are concentrated in the
"top third"
of the market!

Because the World-Telegram's circulation is concentrated in this highly productive part of the market, it delivers *more new car buyers* per 10,000 circulation than any other New York weekday newspaper.

As a result, no weekday newspaper in New York reaches more new car buyers per advertising dollar than the World-Telegram.

These significant facts are among those revealed by two important new research projects. For details, contact Jacques A. Caldwell, Manager, General Advertising Dept., New York World-Telegram, or any Scripps-Howard advertising office.

New York's *quality* evening newspaper

New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211 *Or Scripps-Howard General Advertising Offices:*
230 Park Avenue, N. Y. C. • Chicago • San Francisco • Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

Westerners who sell with Sunset

MR. STEWART OF CERTIFIED GROCERS CERTIFIES SUNSET
(for Western food marketing)

Campbell Stewart, you might say, is a grocers' groceryman. He's the president of the largest co-operative wholesale grocery organization in the world: Certified Grocers of California, Limited.

When Mr. Stewart says "I highly recommend Sunset to advertisers," he speaks from quite a vantage point. Certified Grocers account for more than 40% of the retail grocery sales in the Southern California market. Their annual inventory would cover 340 acres stacked 12 feet high!

The rapid growth of private label brands in the West, says Mr. Stewart, makes it necessary for national and regional brands to advertise more aggressively. He recommends Sunset for the purpose because "Sunset is full of information Western men and women want. Its authority and lasting quality are beneficial to the food advertiser."

Certified Grocers use Sunset's authority to good advantage. Nearly every issue of their popular weekly publication, "The California Homemaker" (90,000 circulation), features one or more "Sunset Magazine Recommended Recipes." And they sell Sunset on their newsstands. In the market area served by Certified Grocers, some 60% of Sunset's newsstand sales are in grocery stores.

Sunset's influence on the Western food market is no accident. Each year for many years, Sunset has led *all* magazines in food editorial pages. Sunset advertisers get the benefit. Starch Comparative Reports for 1950-1959 show that food advertising is read more thoroughly in Sunset *two times out of three!*

Does action follow? It does. Sunset families spend 37% more for food store purchases than the Western average, 55% more than the U. S. average. Generous living is partly responsible, but so, too, is their economic capacity. Their median income is 45% higher than the U. S. average.

If you sell grocery products in the Western market, your advertising belongs in every issue of Sunset (or its localized zone editions). It's the magazine of *influence* among the best customers in the West and Hawaii.

Mr. Stewart gets report from Mr. Roland Renaud, Superintendent, at vast dock where the trucks are loaded by a mechanized chain-line system.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Westerners who sell with Sunset

MR. STEWART OF CERTIFIED GROCERS CERTIFIES SUNSET

(for Western food marketing)

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Certified Grocers use Sunset's authority to good advantage. Nearly every issue of their popular weekly publication, "The California Homemaker" (90,000 circulation), features one or more "Sunset Magazine Recommended Recipes." And they sell Sunset on their newsstands. In the market area served by Certified Grocers, some 60% of Sunset's newsstand sales are in grocery stores.

Sunset's influence on the Western food market is no accident. Each year for many years, Sunset has led *all* magazines in food editorial pages. Sunset advertisers get the benefit. Starch Comparative Reports for 1950-1959 show that food advertising is read more thoroughly in Sunset *two times out of three!*

Does action follow? It does. Sunset families spend 37% more for food store purchases than the Western average, 55% more than the U. S. average. Generous living is partly responsible, but so, too, is their economic capacity. Their median income is 45% higher than the U. S. average.

If you sell grocery products in the Western market, your advertising belongs in every issue of Sunset (or its localized zone editions). It's the magazine of *influence* among the best customers in the West and Hawaii.

Mr. Stewart gets report from Mr. Roland Renaud, Superintendent, at vast dock where the trucks are loaded by a mechanized chain-line system.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Orr
Crowe
Churchill
Weber
Skillman

DEALER SHOW—*Client and agency people gathered around a 1961 model at the Studebaker-Packard new car dealer announcement show in Atlantic City were Harold E. Churchill, Studebaker-Packard president; James W. Orr, advertising and merchandising director of the company; Sidney A. Skillman, vp and general sales manager; Frank C. Weber, exec vp, D'Arcy Advertising Co.; and Gordon Crowe, vp and executive producer, Transfilm-Caravel Inc., producer of the show.*

Roundup of Auto Ad News . . .

Test-Drive Testimonials Are Basis of Drive for '61 Studebaker Larks

Company Boosts Stress on TV, Attempt to Offset '60 Market Share Drop

(For other news of auto ad campaigns see Pages 3 and 54)

South Bend, Sept. 30—Its sales off sharply this year, Studebaker-Packard Corp. will try once again to reverse the tide when it begins advertising its 1961 line next week.

Testimonials coupled with the theme, "You have to drive it to believe it," will be featured in the new Lark campaign, utilizing newspapers, magazines, outdoor and television.

■ The biggest change in the budget is the higher appropriation for television. S-P is using the "Jack Paar Show" for the third consecutive year, but it also will co-sponsor three other NBC-TV network programs—"Riverboat," "Outlaws" and "Dan Raven."

In addition, the auto company will co-sponsor all but three teams in National Football League play on the CBS-TV network. Commercials will be delivered by sportscaster Marty Glickman.

On the West Coast, this coverage will be supplemented by Lark sponsorship of a five-minute post-game wrapup, "The Extra Point," in Los Angeles and San Francisco.

■ The new Lark cars are scheduled to be in dealer showrooms by Oct. 12. The first tv exposure of the Lark will be on the Oct. 9 football telecasts. The first print ads will be in magazines dated Oct. 10.

Studebaker will use color spreads and color pages in four magazines—*Life, Look, The Saturday Evening Post* and *Time*. Each book is down for four ads during the 10-week introductory campaign, the insertions staggered to provide for a new exposure each week.

There will be weekly insertions in newspapers. The company plans to use a total of 2,100 papers, with the initial ads 1,750 or 1,800 lines and the succeeding ones ranging from 800 to 1,000 lines.

Outdoor is again down for a heavy schedule, with some 9,000 boards to be used, alternating pictures of the Lark convertible with the Lark hardtop.

■ The testimonials to be used in the campaign were gathered from motorists who test-drove a 1960 Lark equipped with the new six-cylinder engine mounted in the 1961 models. This engine is an overhead-valve power plant delivering 112 hp.

AIRLINE PILOT
MR. JAMES McCORMICK, JR.
CHAMBLEE, GA.

TESTIMONIAL — *Studebaker-Packard will rely heavily on testimonials in introductory ads for the 1961 Lark. Clip from tv spot features an airline pilot telling why he likes the Lark.*

Some 5,000 motorists in 10 cities drove this car in tests conducted by the U. S. Testing Co. Under the direction of Studebaker's agency, D'Arcy Advertising Co. The report from the testing company said that prior to these test drives, only 26% of the motorists were interested in the Lark as a potential buy. After the test drives, 73% of the motorists supposedly "endorsed the Lark as their 'next buy in a car'."

L. E. Minkel, vp in charge of marketing of S-P, explained that the D'Arcy campaign is based on these results. Hence the theme: "You have to drive it to believe it."

■ The company has its work cut out for it. The compacts are now taking about 30% of the market, but the Lark is running last in this field, outsold by even the Comet. After a strong comeback in 1959, when it accounted for more than 2% of new car registrations, Studebaker slid back this year to 1.7% of the market. In the first seven months of 1960 new Studebaker registrations slumped 16.3%, dropping from 81,046 in 1959 to 67,850. #

American Motors Uses Five Media

(Continued from Page 3)

These multiple spots will be seen weekly during prime time for four weeks starting Oct. 12.

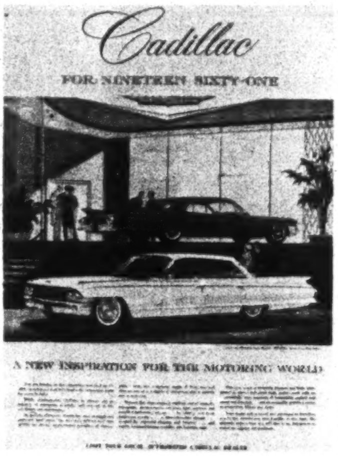
An original sponsor of NBC Radio's "Monitor," Rambler will again be advertised throughout the year on the weekend program, with 22 spots weekly. For three weeks of the announcement period, an additional 45 spots will be broadcast each weekend.

Theme of the 1961 Rambler campaign is, "The new world standard of basic excellence," a slogan which will be featured in all ads.

Geyer, Morey, Madden & Ballard is the agency. #

French-Canadian Broadcasters Elects Gourd President

French-Canadian Assn. of Broadcasters has elected David A. Gourd, Radio-Nord, Rouyn-Noranda, Que., president Other officers elected include Aurele Pelletier, CHRC, Quebec City, vp. Named to represent the FCAB in the Canadian Assn. of Broadcasters were Mr. Pelletier; Jean Pouliot, CKTM-TV, Quebec City, and Conrad Lavigne, CFCL, Timmins, Ont.



UNCHANGING—*Cadillac ads, like the car itself, remain familiar, as witness this newspaper ad. Color spreads will appear in The Saturday Evening Post Oct. 8 followed by other magazine ads, radio and tv spots and outdoor. MacManus, John & Adams is the agency.*

Olds Sets 'Heaviest' Announcement Drive; Chevy Will Use Multiple Magazine Pages

Detroit, Sept. 28—Two General Motors divisions—Oldsmobile and Chevrolet announced introductory advertising plans for 1961 models this week.

Oldsmobile will use the most extensive new-car announcement advertising in its history for its regular line and the new, smaller F-85. The campaign breaks Oct. 6.

S. F. Mehring, Olds' director of advertising, said the program calls for a "virtually doubled" color magazine schedule.

■ Included in the announcement schedule are color spreads in *Life, Look, Newsweek, The New Yorker, Reader's Digest, The Saturday Evening Post, Time* and *U.S. News & World Report*. Color ads are also planned for *Harper's Bazaar, Town & Country* and *Vogue*.

Olds will run color pages in *American Weekly, Parade, Suburbia Today, Sunday, This Week Magazine*, and other newspaper sections.

In addition, there will be b&w announcement ads in about 4,600 newspapers, ranging in size from two quarter pages to two pages, featuring the full-size Olds and the F-85 on consecutive pages.

■ The tv launching for Olds will be via a one-hour Bing Crosby special on ABC Oct. 5. Olds is also a major sponsor of "Michael Shane" (NBC), weekly hour-long series, and co-sponsor of "The Hawaiian Eye" (ABC) series.

Oldsmobile is continuing sponsorship of Lowell Thomas in his daily radio news broadcasts on some 200 CBS stations, and is also buying spot radio in 62 major markets during the new car announcement period.

Outdoor display will include 9,000 24-sheet boards in 712 markets, and also some giant rotary bulletins (approximately 14' x 50') in the West and Midwest.

D. P. Brother & Co. is the agency for Oldsmobile.

Chevrolet is hitting heavily in all media with its 1961 model advertising, scheduled to coincide with initial dealer showings Oct. 7.

The magazine drive will feature multiple page ads. Five full pages and eight half pages will run in *Life* Oct. 9. Five pages, including a cover gatefold, are scheduled in *The Saturday Evening Post* the same week, making this the largest *Post* ad Chevy has ever run. Multiple pages are also scheduled for *Look, Newsweek, Time* and *U.S. News & World Report*.

Newspaper teaser ads, showing the Chevy silhouettes reversed against a black background, are scheduled one week ahead of the announcement date. The announcement ads Oct. 6-7 will be facing pages, linked by a single headline —"The Greatest Show on Worth" —with one page featuring the regular-line and one page for the compact Corvair.

■ *American Weekly, Family Weekly, Parade, This Week* and other supplements will get page insertions on a staggered schedule later in the month.

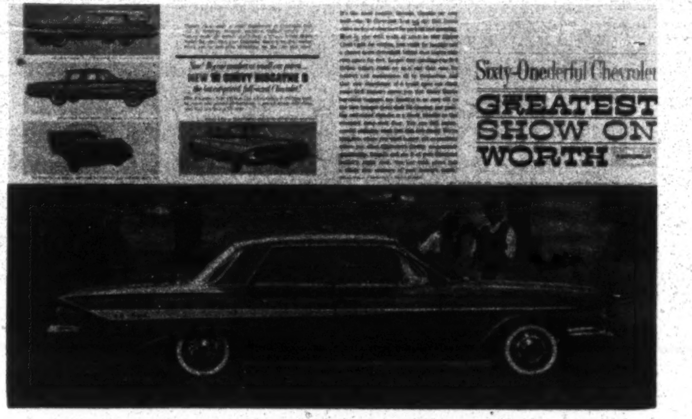
The initial tv announcement was scheduled for Sept. 29 on "My Three Sons" (NBC) weekly show, and the Roy Rogers show, also on NBC-TV, beginning Oct. 2. Dinah Shore returns to her Sunday slot on NBC Oct. 9, and another Chevy show, "Route 66" (CBS-TV), begins Oct. 7.

Chevrolet will use spot radio heavily in the opening period, employing about 350 stations to augment its normal use of 43 spots per week on NBC, 12 newscasts on CBS and five on Keystone.

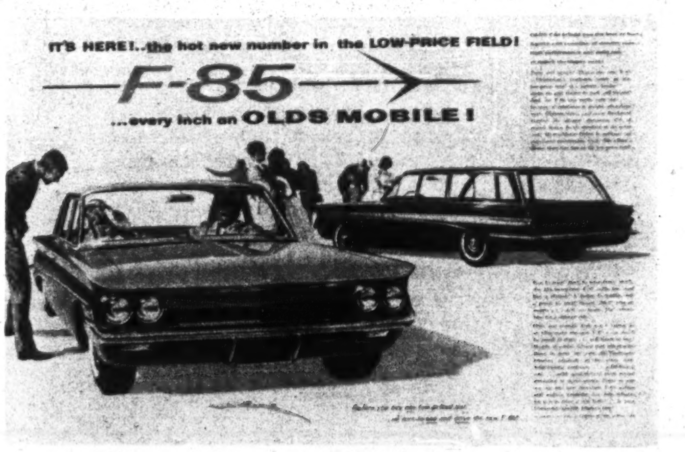
Chevy will have No. 100 outdoor showings for its regular line and No. 50 showings for Corvair and trucks in selected markets during October and November.

The division also expects to distribute almost 100,000,000 direct mail pieces during these two months. Screen advertising will be released the week of Oct. 16.

Campbell-Ewald Co. is Chevrolet's agency.



GREATEST SHOW—*The Chevy ad program will get off the ground to coincide with the Oct. 7 dealer showing with ads like this.*


IT'S HERE!..the hot new number in the LOW-PRICE FIELD!
F-85
...every inch an OLDS MOBILE!

HOT NEW NUMBER—*Color spreads like this will break in consumer magazines with announcement of the F-85 Olds Oct. 6.*

BALTIMORE IS AN EVENING PAPER MARKET

—And THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER!

Baltimore merchants *know* this! That's why they put practically all their daily advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening paper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view!"

Call In Your Hearst Advertising Service Representative

Plan now to represent your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove it!

Family (men's and women's) clothing stores placed more than 78% of their linage in the evening papers, and The News-Post carried over 56% of this evening total.

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.
OFFICES IN 15 PRINCIPAL CITIES

TV Ads Misleading, Tiresome, MAB 'Psychological Study' Discovers

Deems Succeeds Rhodes as Chairman of MPA; Myers New MAB Head

NEW YORK, Sept. 28—A high point of the fall conference of the Magazine Publishers Assn. here today was a quickie preview of a presentation called "The Psychological Study," which offers "insights into the way people react to media."

Sample finding: The words most frequently checked by respondents when asked for their reactions to advertising in magazines were "attractive," "helpful" and "informative," while the words most frequently checked for television advertising were "tiring," "annoying" and "misleading."

Another: "The more interested people are in a subject, the more they get their information from magazines." Asked the last time they got information on "raising children," 55% of the women said from magazines; 14% from newspapers; 12% from tv, and 2% from radio.

■ Presented by Jack Maloney of *Reader's Digest* for the Magazine Advertising Bureau, the study was described as the second phase of the investigation that gave the magazine business last year's "profitable difference." That presentation was intended to prove that the most heavily exposed magazine readers are at the upper end of the income and education scales, while the reverse is true of television.

The MAB indicated it hoped to have a full showing of "The Psychological Study" ready for the Dec. 1 "Seminar on the Creative Values of Magazines." This will be held at the Park Lane Hotel here in cooperation with the Assn. of National Advertisers. About 200 agency and advertiser people are expected to attend.

The MAB also announced through Norbert Hofman, of *Newsweek*, that a new merchandising film is in the works. This will "point up the unique values of magazines and their local impact." The film will come in two parts: the first, in color, will develop "the power of magazines in life today"; the second, in b&w, will be devoted to the actual experiences of retailers with magazine advertising. The b&w phase will be available in three parts, depending on product area.

The film is expected to be ready for showing shortly after Jan. 1.

■ William Campbell, of Hearst Magazines, who made a report on the MPA's central registry committee in place of the absent J. Russell Tippett of McCall Corp., told the meeting that $14,000 had recently been assessed against agent members of Central Registry agencies for infractions of proper selling procedures. He said this, and the calling in of seven magazine-selling crew managers, were indications that "the magazine industry no longer will tolerate irresponsible selling practices."

Mr. Campbell indicated, however, that magazine publishers were not yet 100% in accord with this stand. He said it was "ironical" that "some publishers are condoning and perpetuating unsavory selling practices" by working, directly or indirectly, with agencies not accredited by Central Registry. Mr. Campbell said "outlaw" agencies were guilty of "flagrant tactics" in their attempts to sell magazines house-to-house.

The Hearst executive emphasized the importance of the Central Registry accreditation campaign. This involves supplying authorized solicitors with new official credentials, which will be renewable on a quarterly basis. An institutional ad campaign for the new credentials will break shortly.

Mr. Campbell said that through "surveillance of sources" of magazine subscriptions and "support of the Central Registry program," publishers "can stamp out a sordid condition which is damaging the image of the magazine industry."

■ The MPA elected Richard E. Deems, head of Hearst Magazines, as its new chairman. He succeeds Kent Rhodes of Reader's Digest Assn. Gibson McCabe, publisher of *Newsweek*, was named vice-chairman. Richard J. Babcock, president of Farm Journal Inc., was reelected secretary, and B. G. Davis, president of Davis Publications, was reelected treasurer.

Vernon Myers, publisher of *Look*, was elected chairman of the MAB committee of the MPA, succeeding Mr. McCabe.

The conference started today with a breakfast at which Vice-President Richard Nixon spoke and answered questions put to him by a panel of editors. The editors included Gardner Cowles of *Look*; Elliott V. Bell of *Business Week*; Edward A. Weeks of *Atlantic Monthly*; Margaret Hickey of *Ladies' Home Journal*; Henry R. Luce of *Time*, and John H. Johnson of *Ebony*. #

Seaman, Sullivan, Bolte Get New Titles at Sullivan, Stauffer

NEW YORK, Sept. 28—Faced with the happy picture of a 63% billing increase in two years, Sullivan Stauffer, Colwell & Bayles has realigned responsibilities of three top executives "to provide greater concentration on client service."

Raymond F. Sullivan has been named chairman of the executive committee; Brown Bolte, vice-chairman of the board of directors; and Alfred J. Seaman, president.

Raymond Sullivan

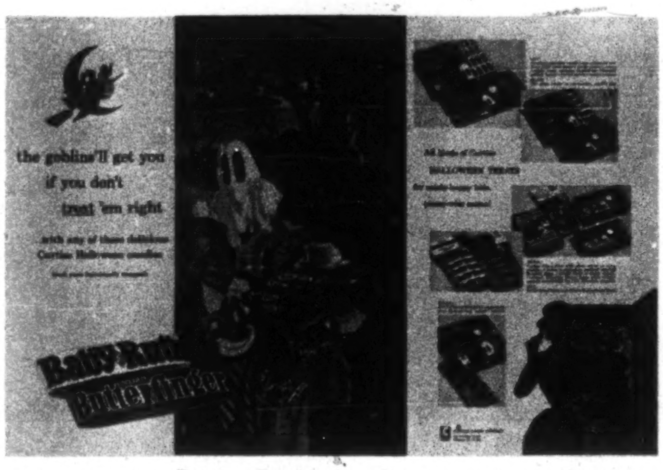
Mr. Sullivan retains his title as founder chairman. Mr. Bolte was formerly president of the agency and Mr. Seaman chairman of the executive committee and vice-chairman of the board. Heagan Bayles continues as chairman of the board.

Alfred Seaman

Brown Bolte

Under the new organization, Mr. Bolte, who is in charge of the Bulova, Seagram and Vick accounts, will concentrate his attentions on account and contact work, while Mr. Seaman will assume additional internal responsibilities at the agency.

The 14-year-old agency reports it is currently billing $65,000,000.



BLUE HALLOWEEN—*Curtiss Candy Co., Chicago, will run this color spread in the Oct. 24 Life, tying in with Hallowe'en. Ad shows Curtiss' new packaging, which features quantity of candy in each box to help buyers know the contents without having to take the box off the supermarket shelf and open it to count the pieces. Clinton E. Frank Inc. is the agency.*

Autolite's $2,000,000 Account Shifts to BBDO

(Continued from Page 1)

items—worth about $100,000—also is being replaced by BBDO.

Robert E. Anderson, in charge of the Detroit office of BBDO, said the agency will establish a completely separate staff in Detroit to handle the Autolite business, apart from the team on the Dodge account. BBDO already has expanded its Detroit space, leasing another floor of the Penobscot Bldg.

■ Electric Autolite reportedly talked with such agencies as Young & Rubicam; Geyer, Morey, Madden & Ballard; N.W. Ayer & Son; and Fuller & Smith & Ross, but the only full presentation was made by BBDO.

The Grant agency reportedly outlined a 1961 program for the company, but the account was switched to BBDO before Grant concluded its presentation. Grant told AA that its billings on the account last year amounted to slightly more than $2,000,000.

Thus, Autolite became the second major account in the automotive field this year to move from Grant to BBDO. Last spring, Grant lost the Dodge account and BBDO was on the receiving end of some $14,000,000 to $17,000,000 in billings.

Just two months ago, AA reported that Autolite was talking with several agencies, but the company asserted at that time that it was satisfied with Grant and said no agency change was contemplated (AA, Aug. 1). #

'Reader's Digest' to Accept Ads in Some Health Categories

NEW YORK, Sept. 29—*Reader's Digest*—which made copy for liquor, tobacco and medical remedies *verboten* when it started accepting advertising in April, 1955—yesterday announced it will take "certain products and services in the health field," beginning with its January, 1961, issue.

At that time the *Digest* will accept deodorants, eye washes, liniments, cold remedies, skin creams, and—depending on copy and claims—some cosmetics, and antacids. Apparently no copy dealing with cold "cures," appetite stimulants and anti-drowsiness pills will be acceptable.

The *Digest* said its copy acceptance would be guided by the "principles of advertising" established by the American Medical Assn. for its consumer book, *Today's Health*. It added that it might "request the counsel of the AMA in interpreting those principles."

■ *Digest* ground rules will include these standards:

• "Health products or services shall be consistent with the basic purpose of the magazine in that their proper use will contribute to the well being of the consumer."

• "Such products or services are offered for sale by responsible companies of good reputation.

"Obviously, products or services in the health field must also conform to the general standards *Reader's Digest* maintains for all the advertising it carries—that is, that all advertising be based on reasonable claims that accurately represent the product or service advertised."

The *Digest's* ad volume for the first half of 1960 was $17,619,777. For the same period in 1959 it was $17,354,443. #

McGraw-Hill Boosts Two

McGraw-Hill Publishing Co., New York, has appointed John E. Slater, publisher of *Fleet Owner*, to additional duties as publisher of *American Automobile* and *El Automovil Americano*, both of which will remain in the company's international division. Eugene Weyeneth continues as publisher of McGraw-Hill's other international publications. McGraw-Hill also has named Scott Hubbard, formerly in San Francisco, manager of its new office in Portland.

Holland House Ad, Bumped Off WPIX, Goes to WNTA

NEW YORK, Sept. 30—Holland House cocktail mixes, which were set to bow as a tv advertiser on WPIX last Sunday, were bumped by the station at the last moment due to pressure by the National Assn. of Broadcasters' tv code review board.

It proved to be only a temporary setback, however, for the company has found a new home at WNTA-TV and the commercial should be aired in the next few days. WNTA is not a code subscriber.

The taped commercial shows the actual mixing of a whisky sour using the non-alcoholic Holland House mix and liquor, a woman is shown holding a drink, and the word "liquor" is used.

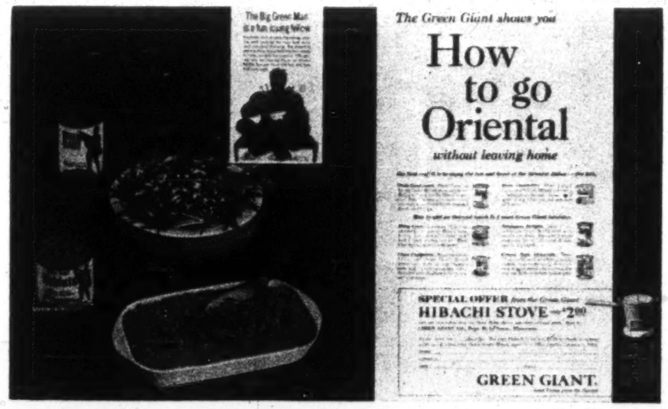
■ The commercial was reported in the Sept. 19 issue of ADVERTISING AGE, and in gathering the story AA's reporter called NAB's tv code office for comment. It was the first that NAB had heard of the commercial and led to NAB inquiry into the commercial—it also led to AA being blamed in some circles for starting the NAB action which resulted in WPIX "delaying" use of the commercial until NAB reviews it at the board's quarterly meeting in Washington Oct. 4.

■ E. K. Hartenbower, chairman of the code board, said he was concerned that the commercial did not follow the spirit and intent of the code and long-standing copy approaches in this classification.

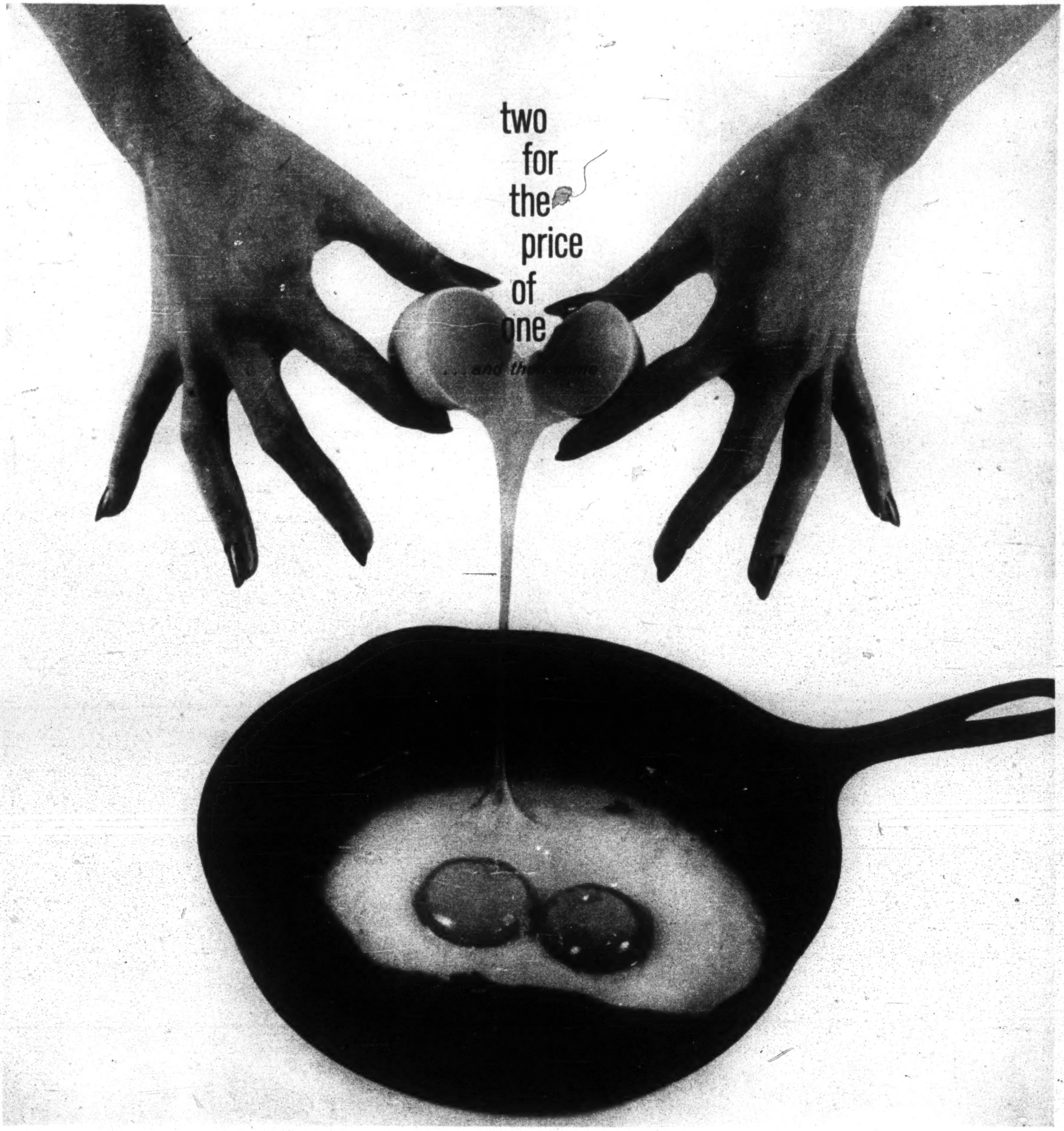
Fred Thrower, vp and general manager of WPIX, said, during discussions with the code office, that the station had "certain reservations" about the position taken by the code office. "However," he added, "we believe in self-regulation for our industry and since we signed up as a code member station, we intend to fulfill our responsibilities."

■ Mr. Thrower told AA that his "reservations" include the fact that the product is not alcoholic and that the company should have the right to explain what its product is, particularly when the commercial would be shown only in the later part of the evening. "Why should tv be treated differently from other media?" he asked.

Meanwhile, it was "no comment" at the company, Holland House Sales Co., and also at the agency, Erwin Wasey, Ruthrauff & Ryan. #



ORIENTAL COOKOUT—*Green Giant Co., LeSueur, Minn., will feature an Oriental Hibachi stove for charcoal broiling tidbits as a premium in this color spread appearing in Better Homes & Gardens and Look during November. Leo Burnett Co. is the agency.*


two
for
the
price
of
one
....and then some

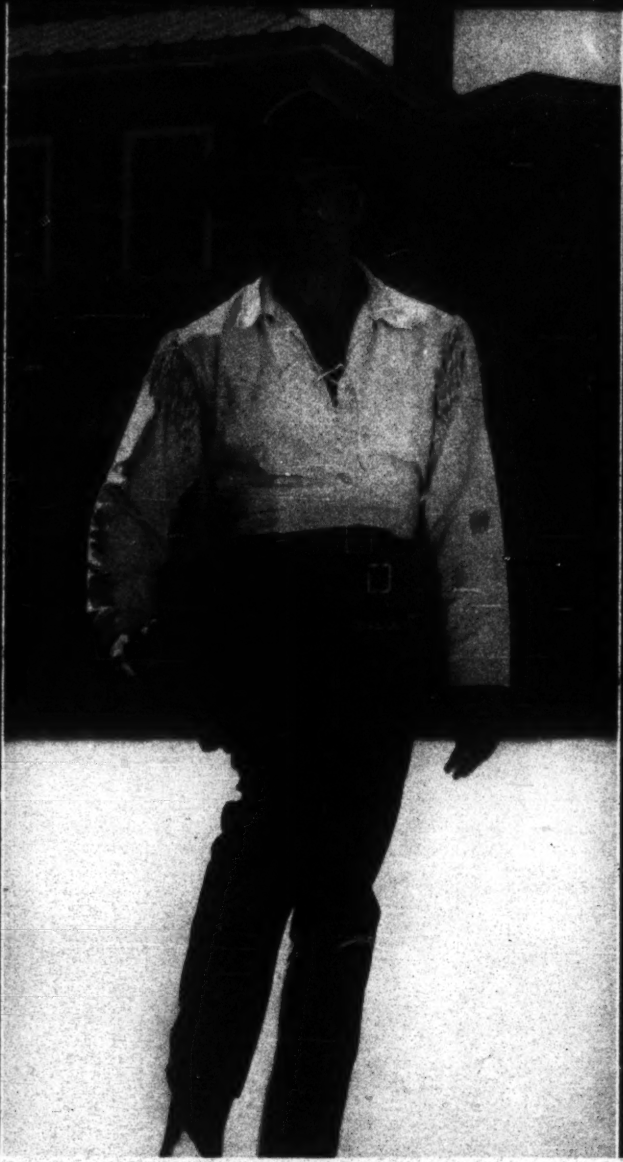
Parade gives you twice as many advertising readers per dollar as any of the "big three" weekday magazines. One good reason—distributing newspapers reach nearly every home in town.

The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT
IN STORM

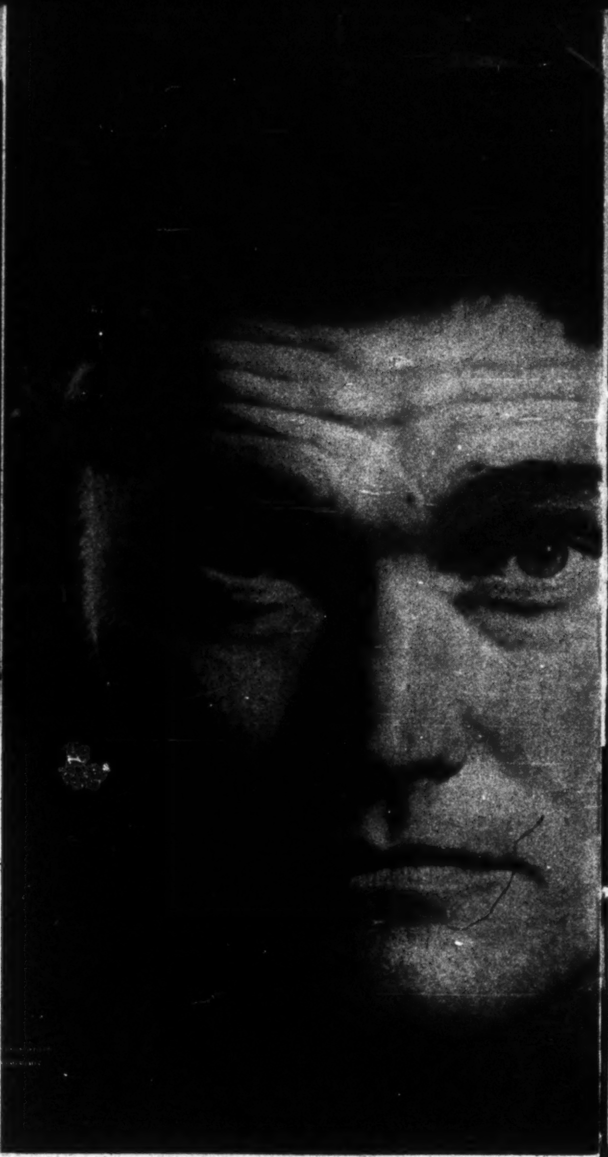
PARADE

The Sunday Magazine
section of strong newspapers
throughout the nation, reaching
10 million homes every week.

MON. ADVENTURES IN PARADISE

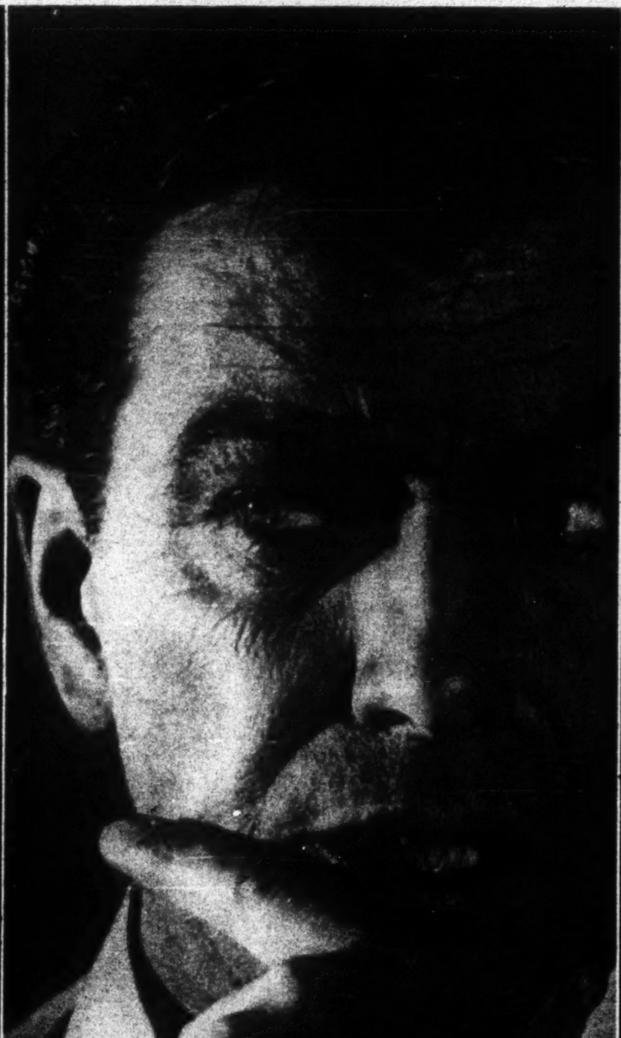


MON. CHEYENNE



TUES. RIFLEMAN

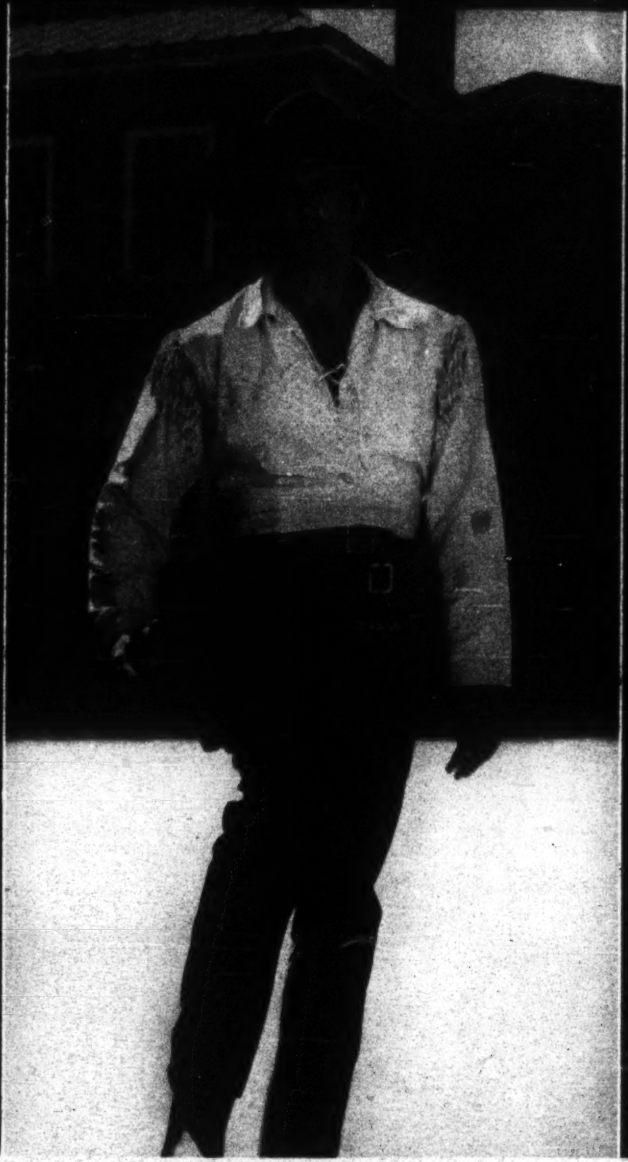
FRI. 77 SUNSET STRIP



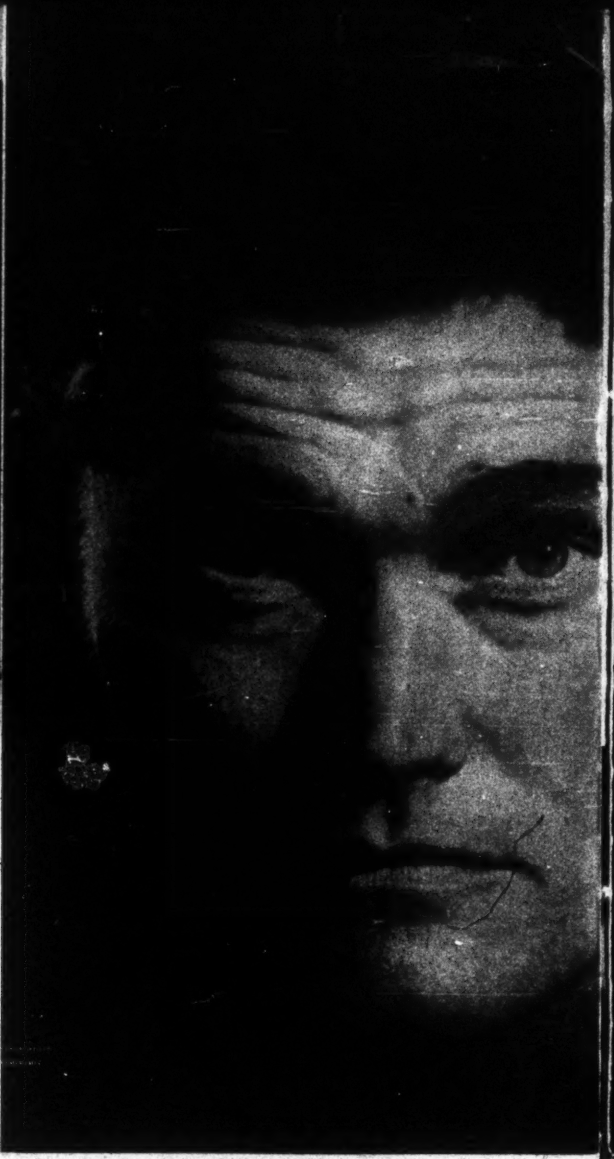
FRI. ROBERT TAYLOR'S DETECTIVES

SAT. LAWRENCE WELK

MON. ADVENTURES IN PARADISE

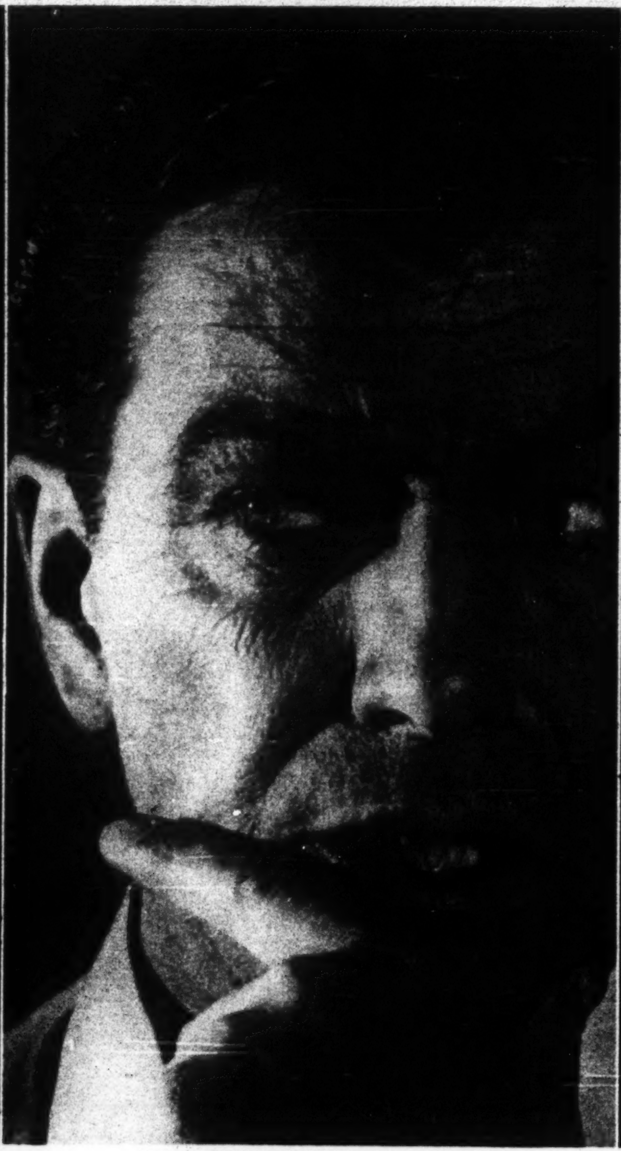


MON. CHEYENNE



TUES. RIFLEMAN

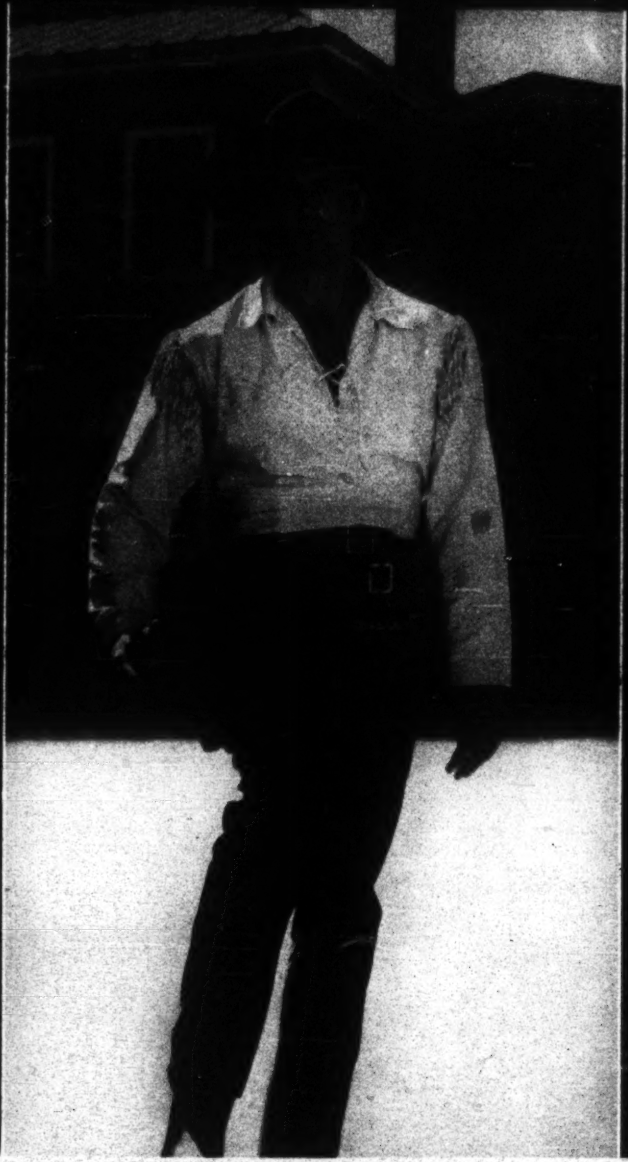
FRI. 77 SUNSET STRIP



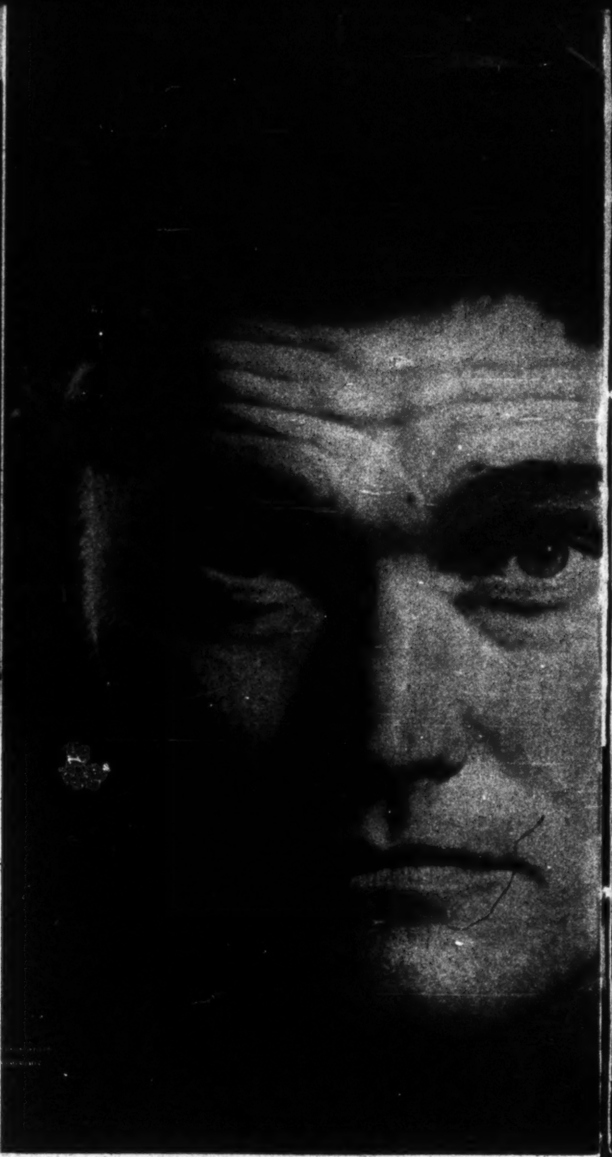
FRI. ROBERT TAYLOR'S DETECTIVES

SAT. LAWRENCE WELK

MON. ADVENTURES IN PARADISE

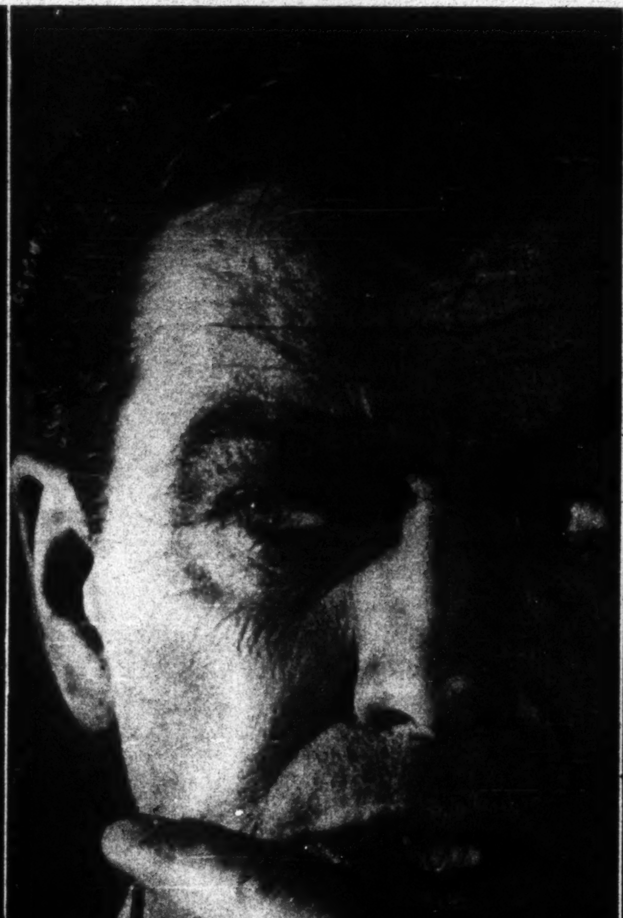


MON. CHEYENNE



TUES. RIFLEMAN

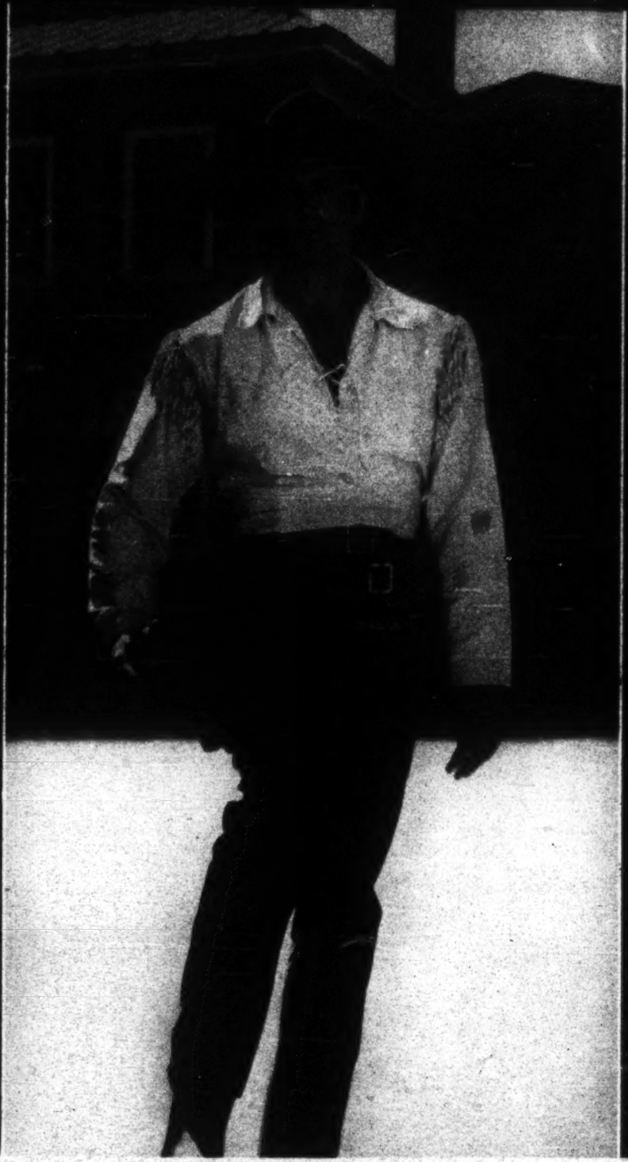
FRI. 77 SUNSET STRIP



FRI. ROBERT TAYLOR'S DETECTIVES

SAT. LAWRENCE WELK

MON. ADVENTURES IN PARADISE



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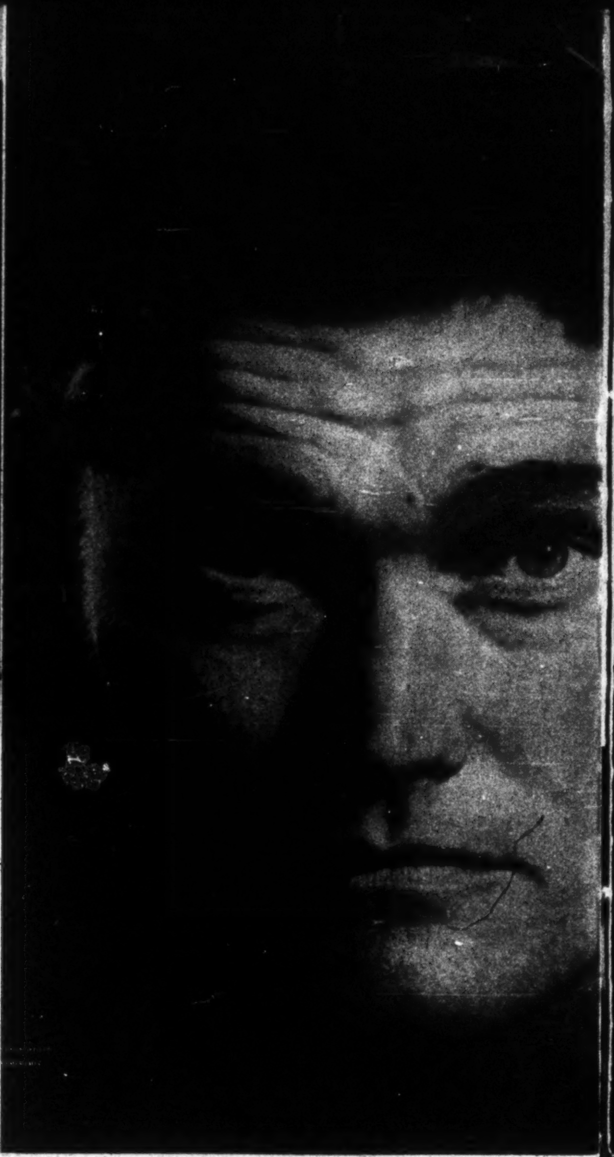
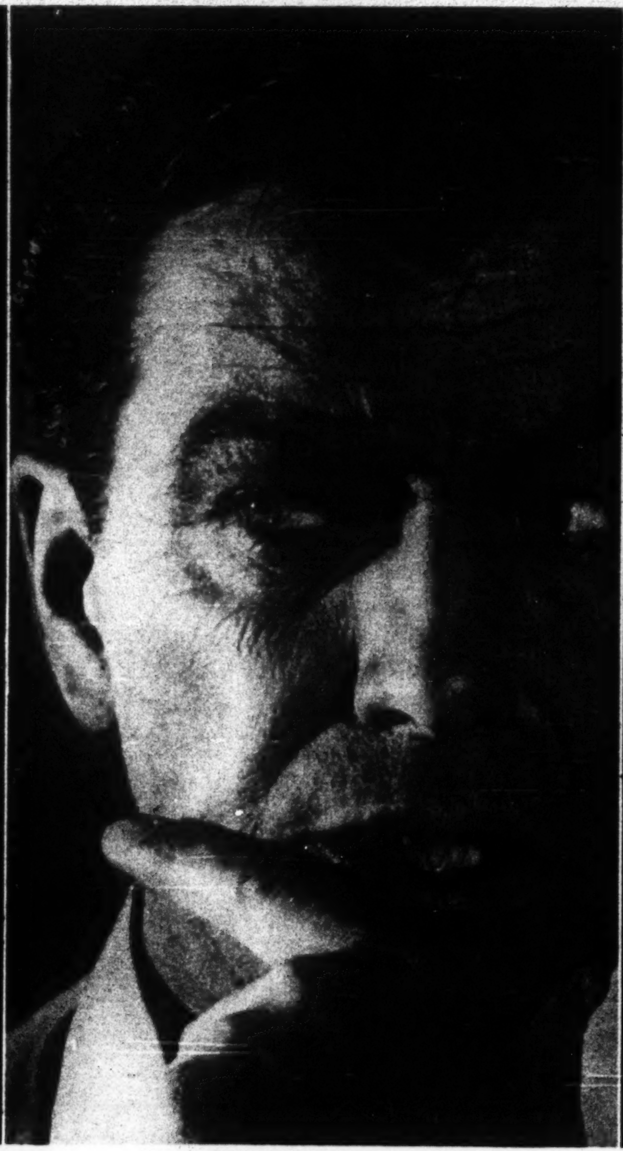


TUES. RIFLEMAN

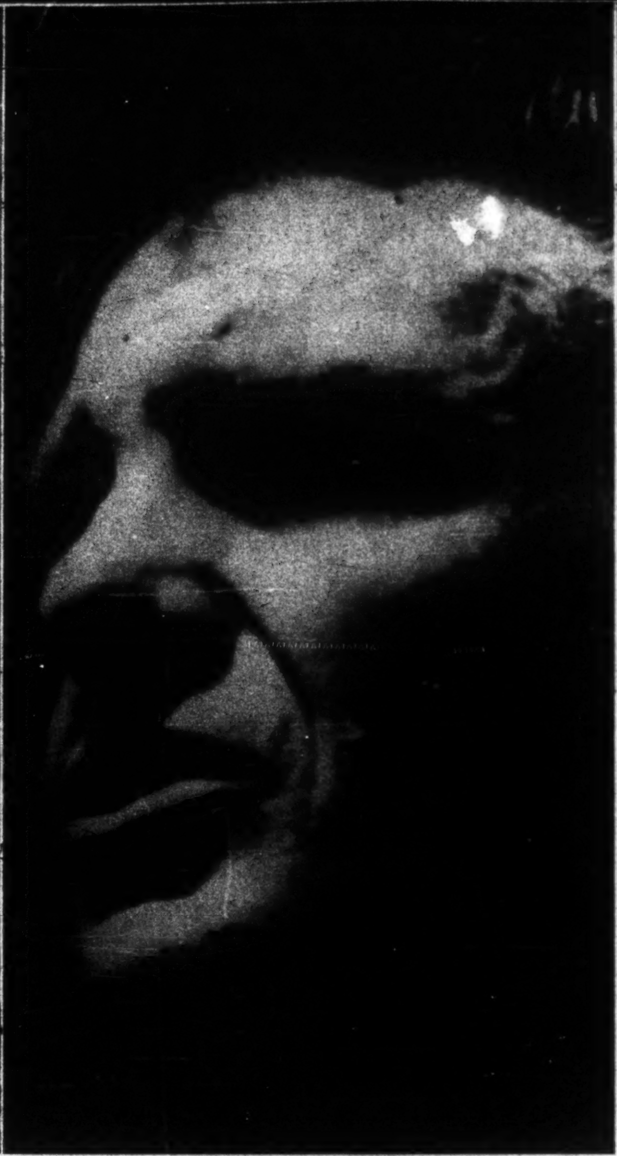
FRI. 77 SUNSET STRIP



FRI. ROBERT TAYLOR'S DETECTIVES

SAT. LAWRENCE WELK

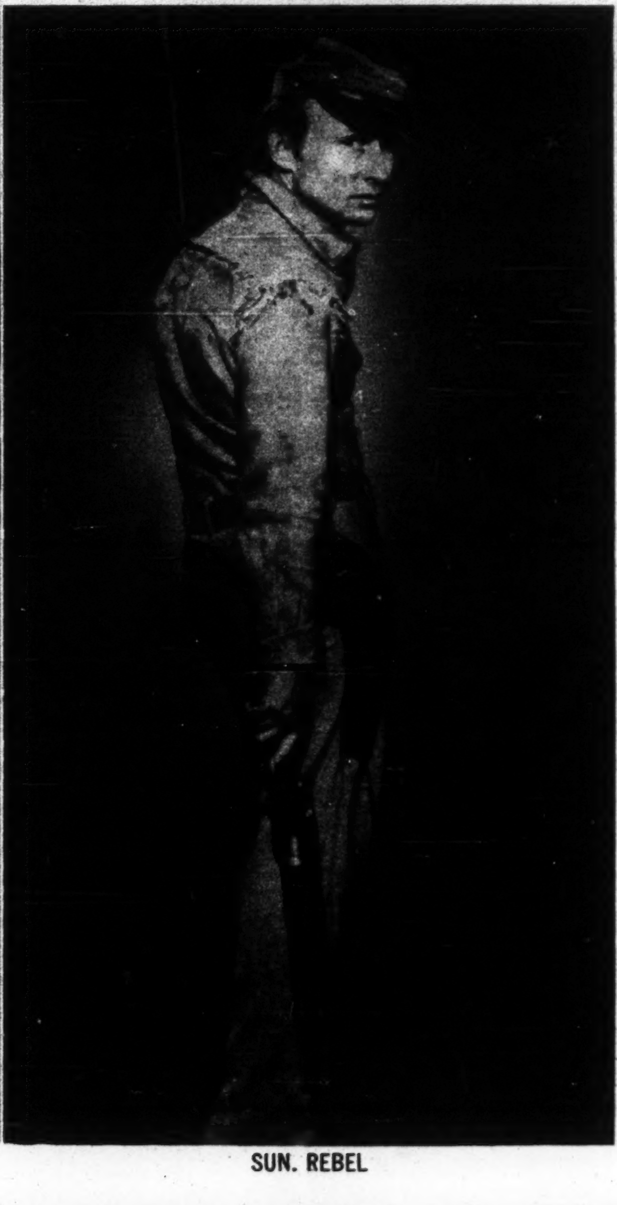
WED. HAWAIIAN EYE



THURS. UNTOUCHABLES

THURS. REAL McCOYS

SUN. LAWMAN



SUN. REBEL

eleven winners:

Here's the kind of programming that made ABC-TV the network success story of the decade. Fast shows. Funny shows. Family shows. And winners all. Example: for the week ending September 11th, 1960,* these eleven took fifteen half-hour firsts, according to the Nielsen 24 Market report...more half-hour wins than either of the other networks. And a check of past reports will show that this kind of performance is the rule, not the exception.

Three comers: We predict the same kind of success for these new shows, among others soon to be aired: Hong Kong, The Roaring 20's, The Islanders.

ABC TELEVISION

*MON.-SUN. 8-10:30 PM TIME PERIOD RATING

The Editorial Viewpoint . . .

Even in the Grocery Field . . .

In this issue ADVERTISING AGE presents a wealth of material dealing with the marketing of food and grocery products, the largest and most important area in the marketing and advertising world.

Here, perhaps more than in any other phase of living, the results of the industrial revolution and the present economy of plenty have made their most distinctive marks. And here, in an interesting sense, is an unusual and impressive measure of man's trust in his fellow man . . . the fact that millions upon millions of human beings have been willing to entrust to others complete control over their food supply, its growth, its processing and its distribution.

The grocery products business is, as one would expect, much less subject to economic fluctuations than other phases of the economy. There are few violent up-and-down swings, as there are likely to be in industrial marketing, in the marketing of consumer durables and even in the consumer soft goods field. On the other hand, margins are generally low, competition is enormously keen, and there is no room and very little time for sympathy for the man or the company whose manufacturing and marketing sense does not meet the demands of the marketplace.

It is surprising, nevertheless, that even in this area of food and grocery products, quick change is the order of the day. New products or differentiated old products seem every day to become more important, along with new marketing techniques, new packaging and labeling operations, new approaches to an increasingly fickle and surfeited consuming market.

Food chemists and technologists, aided and abetted by scientists in numerous other fields, have brought a whole storeful of exciting new products, and highly differentiated products, to American consumers in recent years.

The development of frozen foods, of mixes, of dehydrated and other products which can be kept indefinitely, often without refrigeration, have provided enormous variety to the American diet. And there are many more equally exciting things to come.

It is doubtful, in fact, if one-third of America's housewives could be gainfully employed—as they are—outside the home, without the major housekeeping assistance provided them by processed foods and by the variety of other products and devices which tend to make housekeeping and meal-making easier, simpler and faster.

Paradoxically, there is very little to indicate that the introduction of new products in other areas of the economy has been as helpful or as persistent as it has in the grocery products field. It is at least doubtful, for example, that today's automobiles perform the basic function of supplying trouble-free personal transportation any better than those of ten years ago, or that today's appliances are essentially better than those of a decade ago.

We are getting new products—really new products—at an amazing rate in the food field. We could stand more new products—really new and different products, and not just re-chromed editions of existing products—in other fields.

Local Legislative Liaison

You've probably never even heard of Local Legislative Liaison. But that's probably because you're in the advertising business. Chances are that if you were in some other business, or were a labor leader, you'd know all about LLL, even though you might call it something else.

Local Legislative Liaison is, of course, a euphemistic way of saying that it's important to make sure that legislators understand what you are doing and what special problems you face in your business, and that the best and most effective way to tell them is through your local contacts.

So we commend LLL to your care, and hope you will do something about it. As outlined in a program for action by Burton E. Hotvedt, chairman of the national legislative alertment committee of the Advertising Federation of America, it goes something like this:

"Advertising's detractors—for the most part, politicians and their misguided advisers—have been having their fun lately, poking advertising in the ribs. . .

"Dignifying these nationally syndicated swipes by nationally-syndicated counterswipes can do little good and, more than likely, it can do advertising irreparable damage.

"There is a lot of *selling* and a great deal of *re-selling* of advertising's positive image to be done. Especially among our lawmakers.

"The key to selling and re-selling state and federal legislators on the necessity of maintaining an unfettered, 'hamstringless' ad industry is Local Legislator Liaison. In other words, the brunt of this vital job is on you and the 135 other AFA-affiliated clubs."

We hope the adclubs will go to it with zest; and that other admen will not forget to tell the advertising story to their legislators, at the local level.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"I think it's terrible the way those photo-engravers advertise for 'Expert Strippers.'"

What They're Saying . . .

A Universal Human Faculty

Despite much contemporary effort to investigate and analyze creativity, it does not seem to be something we can control. Our schools cannot turn out creators any more than they can turn out prophets or saints. Creativity often withers in the most propitious circumstances and flowers in the most unpropitious. It seems unlikely that creativity itself will ever be something we can produce at will.

One notable change has occurred in our views of creativity. Until recent times it was generally attributed to a select few—the great creators or artists. Now we tend to see creative power as a universal human faculty, enjoyed by all men to a greater or less degree.

—Mortimer J. Adler, director, Bureau of Philosophical Research, in his "Great Ideas from Great Books" column, Chicago Sun-Times.

Now You Know

I don't know what you worry about, but for years Dave Newman has wondered how much toothpaste is contained in a family-size tube. Last Saturday night he did something about it, carefully squeezing out the paste in a long row in his bathtub. The answer: Seven feet, eight inches.

—Harry Neigher, in the Herald, Bridgeport, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"This year you'll drink 416 glasses of soda pop," predicts *Chemical Week*.

And most of it will be called Coke, Pepsi or Seven-Up.

•

Good House reports that desserts are regularly served in 70% of the homes.

And maybe that's why the weight reducers continue to have such a good market.

•

P&G has two big dentifrice successes on its hands in Crest and Gleem, and the big problem now may be to keep them out of each other's way.

•

A woman listens only when you're talking her language, remarks the *Ladies' Home Journal*.

And, as all husbands know, sometimes not even then.

•

Arthur Godfrey, says CBS Radio, is the most successful salesman in broadcasting history.

His secret seems to be that he doesn't always follow the sponsor's script.

•

"MacDonald says classified ads are a gold mine," reports the world's greatest advertising journal.

If they're a gold mine for the publisher, they must also be a gold mine for the advertiser.

•

That drive started by the oil industry to increase consumption by stimulating driving would be just fine if it could also increase the supply of free parking space.

•

"To be effective in the Negro market, ad must indicate heightened prestige," the story says.

That's easy—just get Willie Mays or Ernie Banks into the act.

•

A Pittsburgh brewer's slogan has become the Bucs' battle cry, AA reports.

Fan enthusiasm is wonderful, but it can't always produce the base hits that win ball games.

•

That ad of Erwin Harris, dunning Fidel Castro for an unpaid Cuban tourist promotion bill, probably had as much effect on Fidel as the bills sent to Russia by the U. S. for lend-lease in World War II.

•

"Time for a Lark," South Bend's tribute to the local product, was assisted by the magazine, but so far nothing has been said about putting the name on the backs of Notre Dame football jerseys.

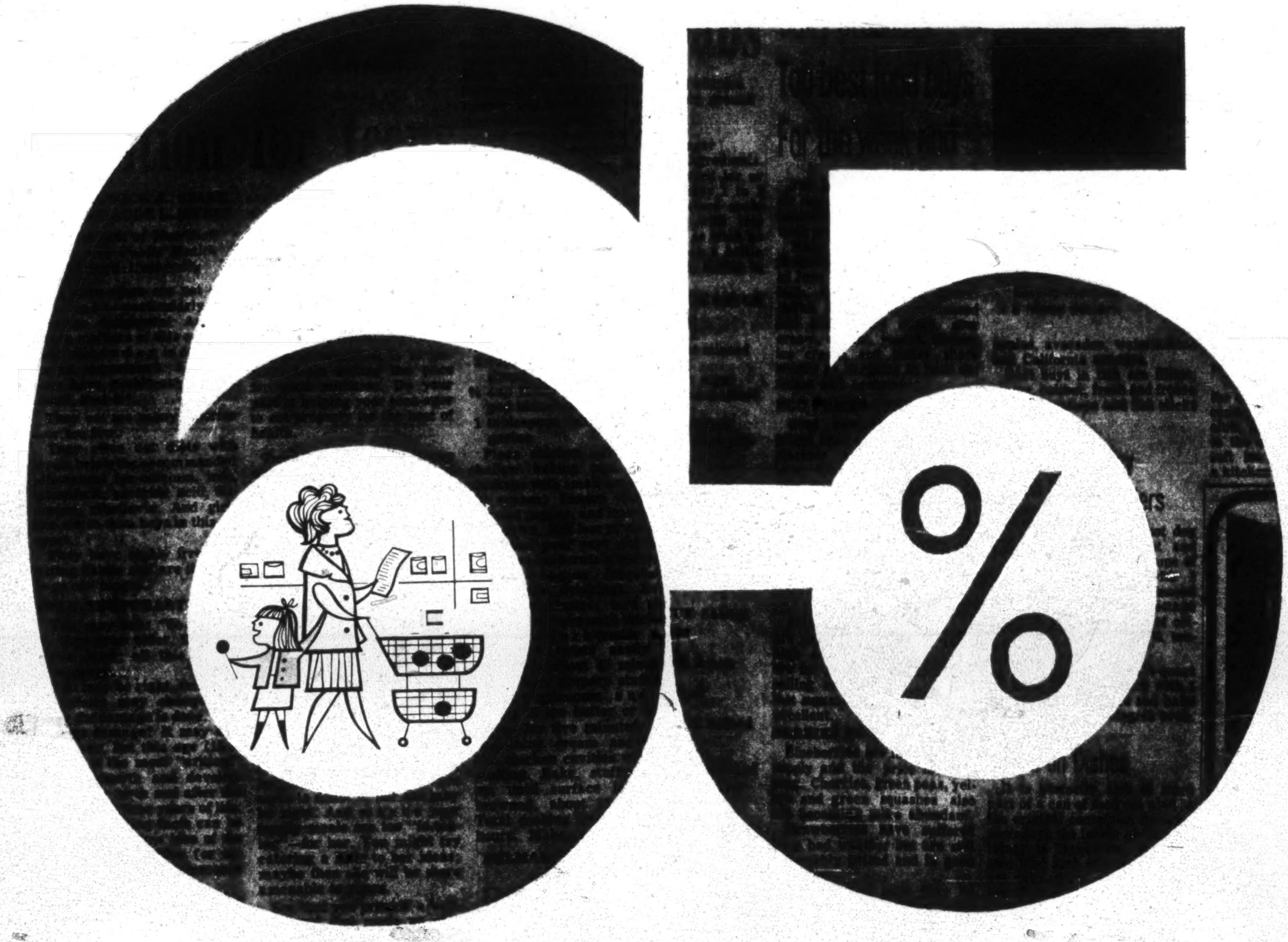
•

"No pressure on vendors for aid, Macy's tells FTC."

Admiring suppliers don't need to be pressured into contributing to a 100th anniversary celebration by a good customer.

COPY CUB.

In Delaware Valley, the Suburbs account for 65% of Food Sales



—And in Delaware Valley's suburbs, The Daily Inquirer is read by 27% more women than the major evening newspaper.*

So, if you want to sell more where they're buying more—put your advertising in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Why the major shift

Something's happening in America that's beginning to have an influence on more and more media selections. It's the major shift in reading habits.

Today, more than ever, reading habits are motivated by the need to be and the desire to be informed. This can be seen by comparing growth rates of all types of publications available to the American people during the past decade.

Away out in front are the news magazines.

SHIFT IN AMERICA'S READING HABITS SEEN IN RECORD GROWTH OF "USN&WR"

(Circulation growth, 1948-59)*

"USN&WR"	UP **211%**
News and Management Weeklies	UP **63%**
All ABC Magazines	UP **31%**

**1948—the first year "U.S.News & World Report" appeared in its present form.*

Source: Magazine Advertising Bureau and comparison of publishers' statements to Audit Bureau of Circulations.

Demand for important news

Never before have so many people been so intensely interested in the developments of government, of business, of science. Never before have they realized how much these developments affect the way they live and the way they make a living.

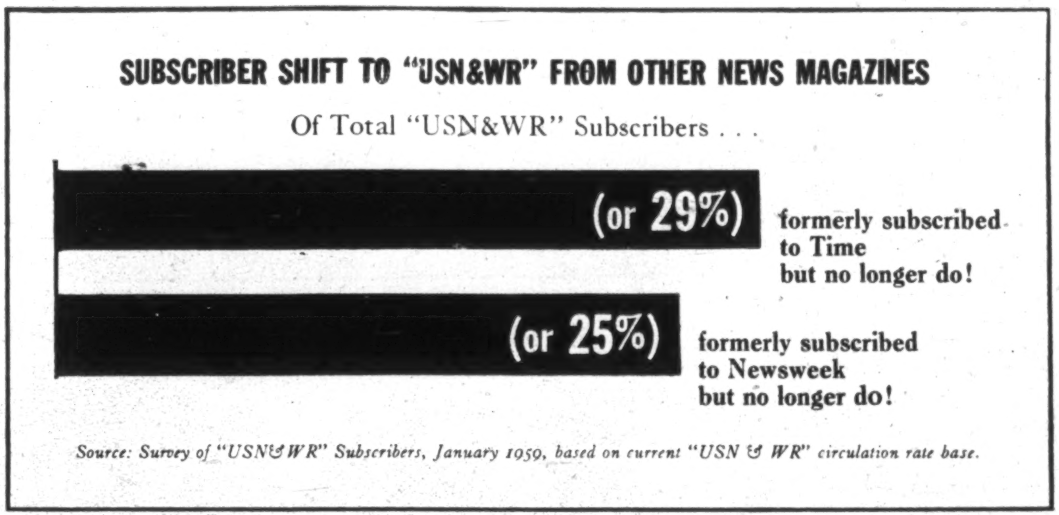
As a result, they demand and expect news that penetrates and clarifies the significant events and pressing issues of the times. They demand and expect news that answers urgent questions. They demand and expect news they can rely on to guide their business and personal plans and decisions.

Which helps explain why "U.S.News & World Report" has more than tripled its circulation in just 12 years. It is the one magazine in America that concentrates exclusively on the essential and useful news. Completely, too, with more pages of news than any other news magazine.

Shift within a shift

What makes the tremendous growth of "U.S.News & World Report" even more significant is this: it has attracted a large percentage of its subscribers *from the two other news magazines*. Specifically, 29% formerly subscribed to Time, and no longer do. Also 25% formerly subscribed to Newsweek, and no longer do.

This shift is natural and spontaneous. "U.S.News & World Report" has the most *voluntary* circulation operation in its field. Content *alone* attracts and selects its audience—assuring not only thorough readership but high advertising visibility.



Source: Survey of "USN&WR" Subscribers, January 1959, based on current "USN & WR" circulation rate base.

More than readers—*customers!*

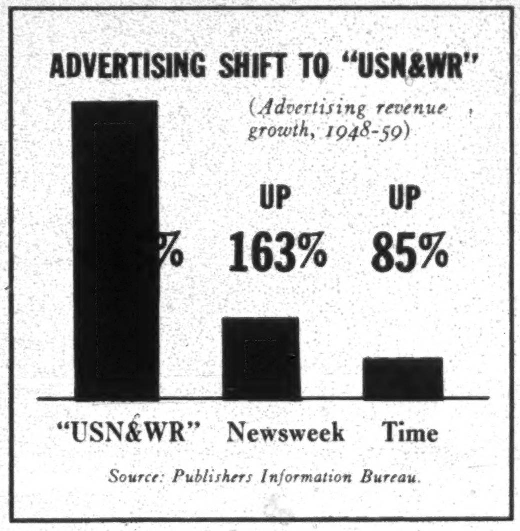
And the class of people drawn to this kind of magazine are usually those with the bigger responsibilities and better incomes. Of the three news magazines, "U.S.News & World Report" has the *highest* concentration of managerial and professional families and the highest average family income—$15,496. Here are *customers*—the kind of people who do the buying for business; the kind of people who account for the buying of just about all major-purchase consumer products and services.

A non-duplicated market

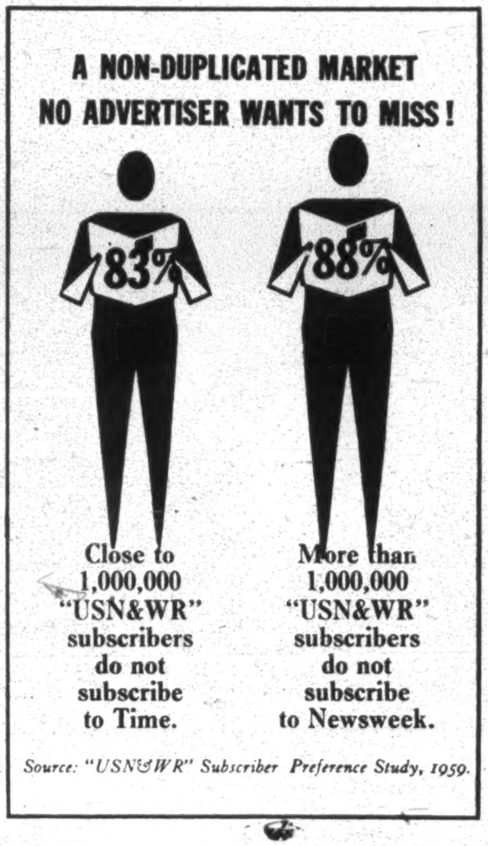
These are busy people. They rarely have time for more than one news magazine. Close to a million of them *do not* subscribe to Time, and more than a million *do not* subscribe to Newsweek.

Clearly, "U.S.News & World Report" provides a non-duplicated market of responsible, high-income people no advertiser can afford to overlook. No wonder it's also the target of a pronounced *advertising shift*, expressing a growing conviction that this is, indeed . . .

The most important magazine of all



Source: Publishers Information Bureau.



Source: "USN&WR" Subscriber Preference Study, 1959.

U.S. News & World Report
THE COMPLETE NEWS MAGAZINE

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,175,000 net paid circulation

Advertising Offices: 45 Rockefeller Plaza, New York 20, N.Y.
Other Advertising Offices in Boston, Philadelphia, Pittsburgh, Cleveland,
Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Technical Names Tafel VP

Technical Publishing Co., Barrington, Ill., has appointed James B. Tafel vp and general sales manager. Mr. Tafel, formerly Pittsburgh district manager, will be in charge of all sales, advertising and sales promotion activities for *Plant Engineering* and *Power Engineering*.

Multitone Names Korchnoy

Multitone Electric Co., London, has named E. A. Korchnoy Ltd., New York, as its U. S. agency. The company markets hearing aids, a personal electronic paging system, telephone amplifier, radio-tv amplifier and battery recharger.

Field Names Exec VPs

Field Enterprises, Chicago, has named Russ Stewart and Arthur E. Hall, general managers of the *Sun-Times* and *Daily News* respectively, exec vps of the corporation's newspaper division.

Emporium Names Tilds, Cantz

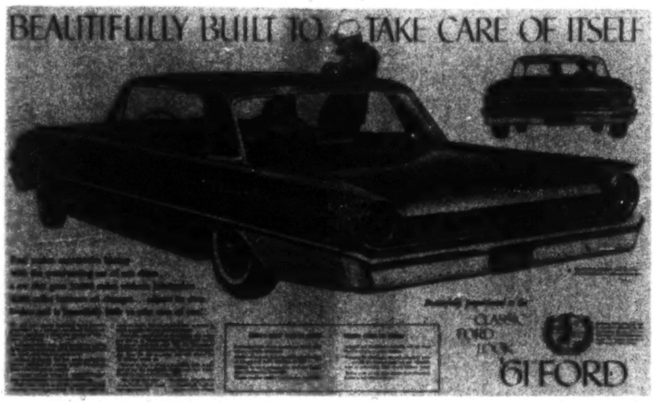
Builders Emporium, operator of hardware stores in Van Nuys, Riverside and Covina, Cal., has named Tilds & Cantz, Los Angeles, as its agency.

MISSILE ROCKET BALL POINT PEN
Make Your Premium
a Perfect "Shoot"
An Exact Miniature Rocket
New, different, exclusive, low cost. Write for quantity prices and sample today.
R-W CORPORATION
22849 Ventura Blvd., Woodland Hills, Calif.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.
You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.
Details and rates — write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.



FORD—*New Ford bows in October issues of The American Weekly, Family Weekly, First 3 Markets, Parade, This Week Magazine and five independent supplements. Color ad was prepared by J. Walter Thompson Co.*

U.S. Estimates Car Registration to Show 3.4% Gain

WASHINGTON, Sept. 27—Automobile registrations are expected to increase 3.4% over last year, the U.S. bureau of public roads predicted last week.

The 1960 estimate by the Commerce Department unit, based on reports of state registration agencies, looks for a car registration mark of 61,569,000 this year, a gain of 1,997,274 over the 59,561,726 automobiles registered in 1959.

California, New York, Pennsylvania, Ohio, Texas, and Illinois lead in car registrations, with an estimated total of 28,189,000 autos on the road.

Hawaii's car registrations are expected to jump the most of any state—7.6%—from 184,088 units in 1959 to an estimated 198,000 in 1960. Arizona's increase of 7.4%, from 453,235 in 1959 to 487,000 in 1960, is the second biggest. Only five states will have gains of less than 2%, including West Virginia's 0.6% decrease. #

'Real Estate Investor' in $50,000 Ad Campaign

The *National Real Estate Investor*, published by Dornost Publishing Co., New York, has slated a $50,000 ad and promotion campaign which started Wednesday, Sept. 28.

Theme of the three-month drive marking the monthly magazine's first anniversary will be, "Have you met Joe?" The reference is to Joseph Shore, ad manager. The ads will run in newspapers and advertising trade publications.

Franken Starts Agency in N. Y., Hollywood

Jerry Franken, who recently resigned as head of advertising, promotion and publicity for National Theatres & Television and National Telefilm Associates, both of New York, has established his own organization, the Jerry Franken Co.

The company has offices in Time & Life Bldg., 1271 Avenue of the Americas, New York, and at 5420 Melrose Avenue, Hollywood.

S&P Boosts Carl Roth

Standard & Poor's Corp., New York, has promoted Carl Roth, general manager of advertising and sales promotion, to assistant vp. He will continue in charge of advertising and sales promotion.

Sperry to Armand-Richards

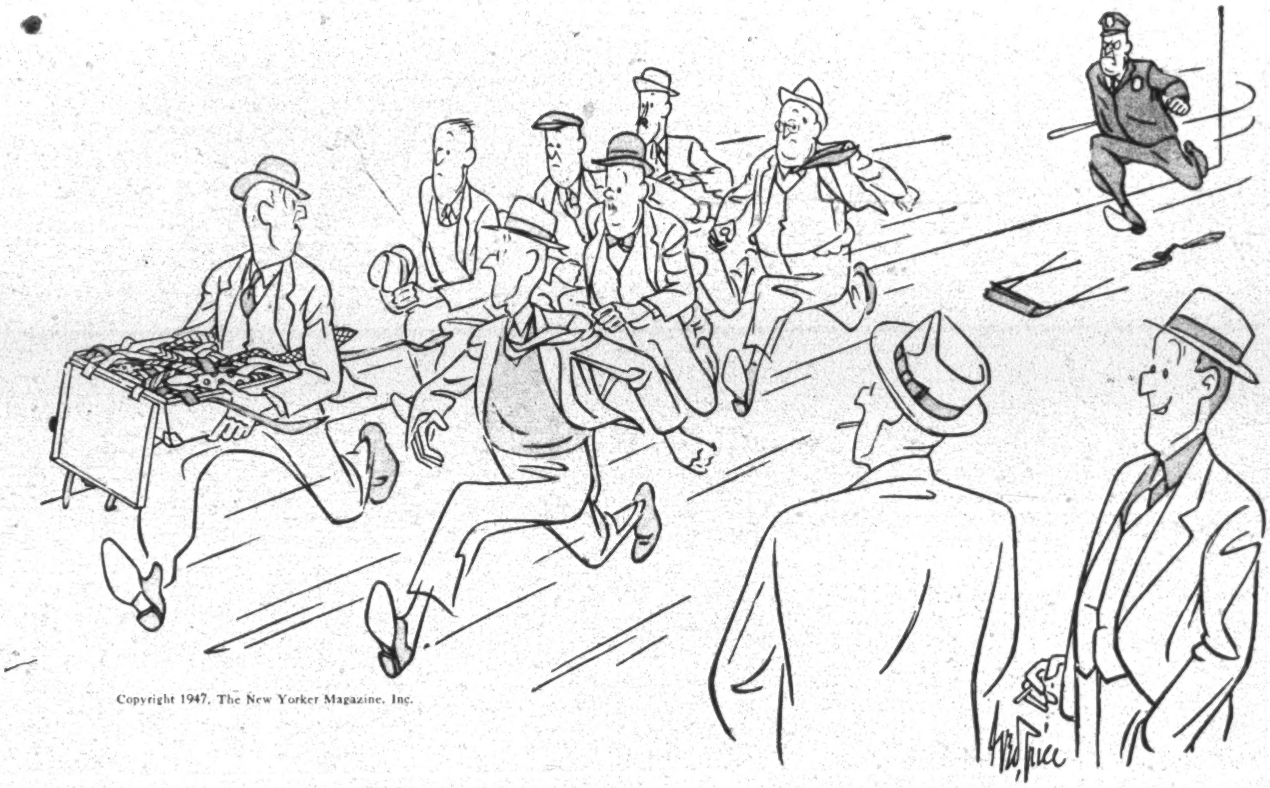
Sperry semiconductor division of Sperry Rand Corp., Norwalk, Conn., has named Armand-Richards Advertising, Hackensack, N.J., as its agency.

ONE IF BY LAND ... TWO IF BY SEA / [illegible]

In 1775 when the two signal lights gleamed from the old North Church belfry, Paul Revere rode like a firebrand into the quiet night to warn all waiting Middlesex County that the British were coming. And . . . when the British came, the Minutemen were waiting for them, muskets cocked . . . the message got through. Balaban stations travel like a firebrand, too, with your message . . . riding straight to win for you on the Balaban policy of original programming, exciting personalities and real selling "know-how". The news of your product, or your service is carried straight to the buyer with the Balaban Stations . . . couriers par excellence!

THE BALABAN STATIONS: in tempo with the times John F. Box, Jr., Managing Director
WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS
Sold Nationally by Robert E. Eastman & Co., Inc. [illegible]

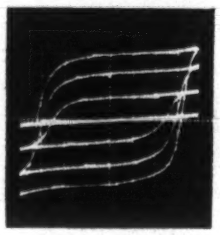
THE NEW YORKER creates

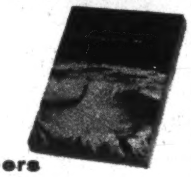


Copyright 1947, The New Yorker Magazine, Inc.

"Amazingly faithful clientele, isn't it?"

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London





Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN** ...*for Improvements in Communications*

J. A. Rajchman

1960's *Morris Liebmann Memorial Prize* goes to J. A. Rajchman, of RCA Laboratories, for helping develop magnetic devices to process information. IRE is proud to honor Mr. Rajchman, and to salute all who, in this challenging decade of the '60s, work for the advancement of the radio art and apply it to the betterment of our lives.

For a share in the present, and a stake in the future, make your product NEWS in

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

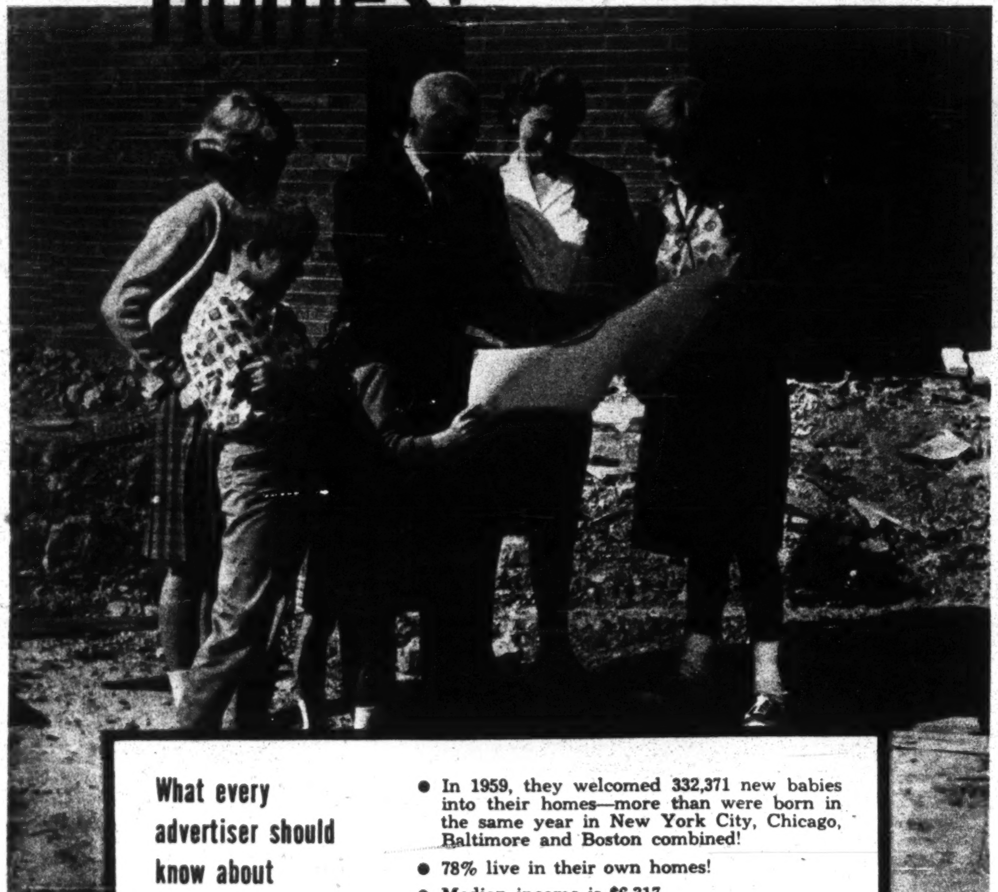
Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

They Fill Homes!

Large Catholic families like this are typical of the people advertisers reach when they put their sales messages in front of our readers. These people *fill* homes—with everything under the sun, from furniture to foods!

Sure. These people see other national media. But, independent research studies prove your advertising wins special *trust and confidence* among Catholic families when it appears in the Our Sunday Visitor-Register Unit. Ask to see these thought-provoking facts!



What every advertiser should know about OSV-Register families

- In 1959, they welcomed 332,371 new babies into their homes—more than were born in the same year in New York City, Chicago, Baltimore and Boston combined!
- 78% live in their own homes!
- Median income is $6,317.
- About 23% will be in the market for an automobile in 1961.
- They're thirsty—93% use soft drinks regularly in the home!

OUR SUNDAY VISITOR - REGISTER UNIT

18.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St., CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/LExington 2-8188

Getting Personal

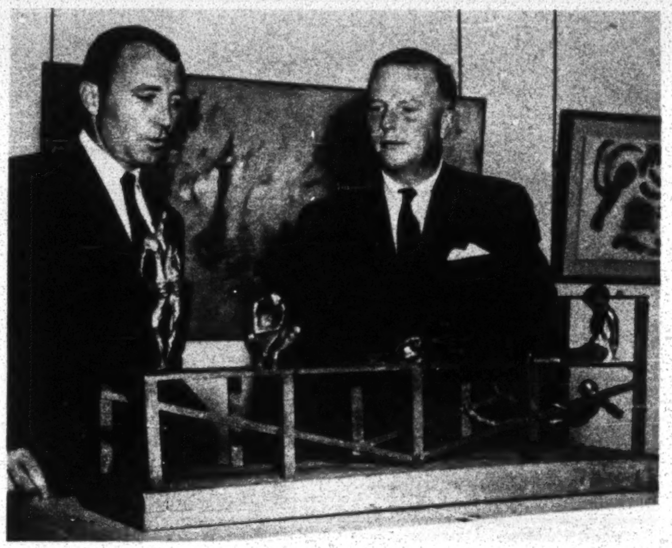
Scholarly types: **Havis Medwick**, business manager of radio-tv at Erwin Wasey, Ruthrauff & Ryan, New York, this fall starts his fifth year as instructor of "Planning and Coordinating the Radio-Tv Program" at New York University . . . **Eldridge Peterson**, vp of John Orr Young & Associates and former *Printers' Ink* publisher, is lecturer for a new course at NYU on "The Role of Advertising in the American Economy" . . . **Victor Friedman**, pr director at the Zlowe Co., is an instructor in public relations at the City College of New York . . . A course, "The Fundamentals of Advertising," will be offered for the first time at the pre-college level by the N. Y. Board of Education's adult program. The instructor: **Milton Pierce**, copywriter for Hearst Magazines . . . **Jerry Verbel**, copy chief of Riedl & Freede, is conducting an advertising copy workshop in Newark . . .

SATISFACTION—*G. D. Crain Jr., publisher of Advertising Age, indicates his satisfaction with the fishing in the Namakan River in Western Ontario.*

Meanwhile, back at the golf course: **Morris Winer**, Coordinated Marketing Agency, stepped up to the 165-yard 7th hole at Grossinger Country Club and smacked a hole-in-one with a lucky 7 iron . . . **Joe McCourt**, sales manager of Conover-Mast's *Purchasing*, was almost the winner in the Pelham Country Club's 1960 golf tourney, losing the 36-hole final, 4 and 3. He's a former champion of Industrial Marketers, Detroit . . .

Time Inc. Chairman **Roy Larsen's** son Christopher will be married in late November to Janet Louise McCaslin . . . **Joan Idestrom**, fashion account executive at Donahue & Coe, was married Sept. 17 to Glenn C. Fowler, real estate editor of the *New York Times* . . . Also married Sept. 17 were Patricia Ann Bowes and **Edward Balicki** of J. Walter Thompson . . .

On the sick list is **Kenneth Collins**, columnist for *Women's Wear Daily* and veteran adman with Macy's, Gimbel's and Kudner, who expects to be recuperating in Canada for the next three months . . .



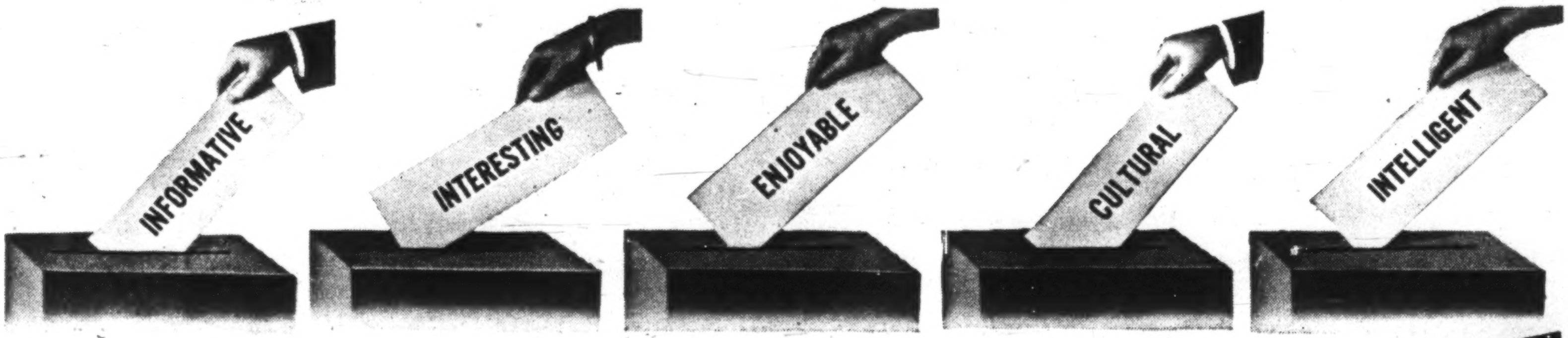
'FIGURES ON A JETTY'—*That is the title of this study in bronze viewed by two Chicago admen, Patrick E. O'Rourke (left), advertising director of Family Weekly and Suburbia Today, and F. Strother Cary Jr., vp of Leo Burnett Co. The art piece, sculpted by Michael Ayrton, was loaned to the Ravinia Festival art exhibit by Mr. O'Rourke. Mr. Cary is a trustee and member of the executive committee for the festival.*

Some bash: More than 1,000 persons honored **Lester "L" Wolff**, president of coordinated Marketing Agency, New York, at a $50,-a-plate dinner dance at the Waldorf-Astoria Sept. 29. The affair was to raise money for a heart pavilion at the free non-sectarian Deborah Hospital, Brown Hills, N.J. . . .

Paul Smith, former *Collier's* head, now vp of American Export Lines, is reported writing his memoirs . . .

Pierre Weis, general manager of Economee Television Programs, Stamford, is on the recuperating list. He hopes to be back at his desk in a few weeks . . .

Admen proved true sports car buffs and raced through driving rain at the recent classic Road America "500" sports car race at Elkhart, Wis. **Jim Jeffords**, head of his own Milwaukee agency, drove a Maserati, hit 140 mph straightaway speeds, but was forced out with a broken exhaust pipe. **Bob Schroeder**, salesman for Partridge & Anderson, Chicago electrotyper, placed fourth in G Modified, and **Bill Tannhaeuser**, Milwaukee agency head, placed fifth in G Modified. In Saturday sprints **Paul Power**, salesman for *Industrial Marketing*, who previously raced his Triumph to second place at Wilmot, Wis., was out of the Elkhart race with a shirred tire valve . . .

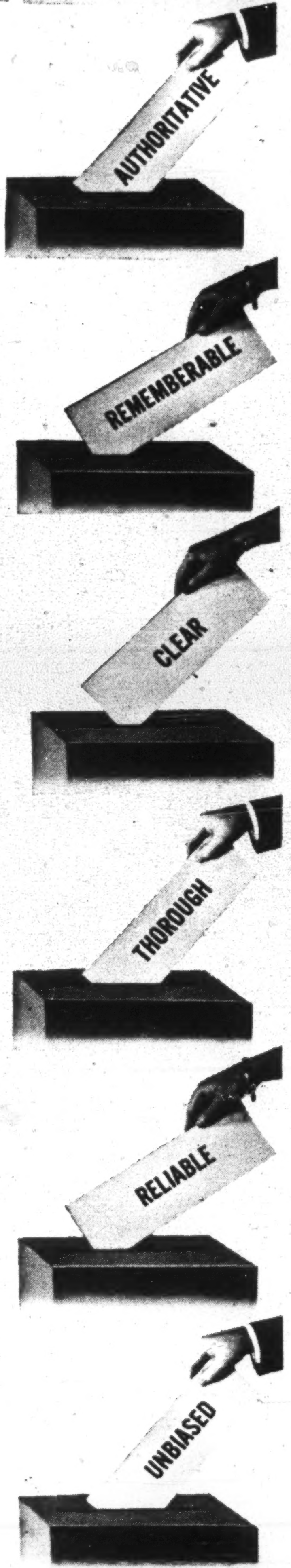


the PEOPLE HAVE THEIR SAY!

Any candidate would be happy to have a "public image" like this. And the National Geographic *does*! Its readers have rated their magazine *higher* in the significant set of character traits shown here than readers of 10 other major U.S. magazines rated theirs.

This vote of confidence results from a new "editorial image" interview study conducted by the Bolger Company, specialists in corporate and media image evaluations. Readers of each of 11 national magazines were asked to score them on 32 basic characteristics, according to six classifications (ranging from "definitely" yes to "definitely not"). Geographic readers made liberal use of their "yes" and "definitely" ballots on 12 of the 32 traits – and won a plurality in 11 of 32.

As a candidate for *your* advertising, the Geographic offers an editorial climate defined *by its own readers* as outstandingly INFORMATIVE . . . INTERESTING . . . ENJOYABLE . . . CULTURAL . . . INTELLIGENT . . . AUTHORITATIVE . . . REMEMBERABLE . . . CLEAR . . . THOROUGH . . . RELIABLE . . . and UNBIASED. Against such reader confidence, advertising consistently rolls up big customer majorities among the 2,500,000 families who today read the Geographic.



THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

PHOTO REVIEW

Reagan McKenzie Rolloff Lieber

CHAMP BOOSTERS—*J. Neil Reagan, McCann-Erickson, president of the Advertising Club of Los Angeles, presents the club's new perpetual trophy to be awarded the agency "giving its team the most enthusiastic support" at the end of each season of the Southern California Advertising Agency Softball League. Accepting for Fuller & Smith & Ross, first winner, are Don McKenzie, vp; Verda Rolloff, team manager; and Perry Lieber Jr., team captain.*

Donohoe Mullen Depin Campbell Blewitt Davis

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Bradford Klein Emery Littleford

AND HOW—*The annual session on "sales how" sponsored in New York by Associated Business Publications brought these people together: G. A. (Tony) Bradford, consultant, advertising and sales promotion, General Electric; W. R. Klein, advertising sales manager of Electrical World; John R. Emery of Chemical Engineering; and W. D. Littleford of Billboard Publishing.*

Quirk Seymour Chatfield Dekker

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Giaimo Scherer Sumbler DeGroot Gilbert Greenhoe Quello Wismer

Lee Meyer Ellermann Vortman Knopf Byrd Markward

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A BRILLIANT, BREATHTAKING OCTOBER

For another spectacular view of the Young Adult landscape, take a close look at October Redbook. Here is the whole colorful panorama of Young Adult life today, from the crisp delights of Fall Fashions to the sweet, challenging dilemmas of being a young mother. It's all here—a vivid and variegated portrait of that very special kind of adventure we call Young Adult living. The boldness of color and design will delight your eye; the boldness of style and subject matter will delight your intellect. As an advertiser, you'll understand why more and more Young Adult families are turning to Redbook each month,* and why advertisers bought 19.2% more space so far this year than last. See the October issue for yourself. See it—for pleasure. See it—for business.

HOW FREE IS YOUR DOCTOR?
R
MAJOR NEW REPORT ON LOVE AND MARRIAGE: HOW AMERICAN WIVES REALLY FEEL ABOUT THEIR HUSBANDS
THE REVOLT OF JOAN CRAWFORD'S DAUGHTER
HOW TO SURVIVE WITH FIVE CHILDREN UNDER FIVE
I COULDN'T

*Effective January 1961, Redbook guarantees 3,350,000—a 59% gain since January 1956.

REDBOOK The Magazine for Young Adults. 230 Park Avenue, New York, New York, MUrray Hill 6-4600—and Chicago, Boston, Los Angeles. Another exciting publication of THE McCALL CORPORATION

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

james k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

Consumer Analysis Unit Changes Question Method

Consolidated Consumer Analysis Group has changed its manner of questioning for the 1961 survey. The revised questionnaire will include time period questions on product purchases. All foods, soaps, beverages, gasoline and motor oil are to cover 30-day purchase periods, while cosmetics and toiletries will cover 60-day periods. Durable goods will be covered as before on an ownership basis as well as for purchases during a 12-month period.

The Consumer Analysis Group is sponsored by newspapers who make annual market surveys in 21 markets. They issue individual as well as combined reports.

Benham Named Copy Director

West-Pacific Advertising Agency, Seattle, has appointed Ken Benham copy director. Before joining West-Pacific, Mr. Benham was a free lance commercial writer and advertising consultant in the Seattle area.

Affiliated To Garfield-Linn

Affiliated Auto Supplies, St. Louis, has appointed Garfield-Linn & Co., Chicago, to handle its advertising.

Insurance Institute Campaign to Promote Value as Investment

NEW YORK, Sept. 27—The Institute of Life Insurance will kick off an $800,000 fall advertising program in nearly 600 daily newspapers Oct. 3.

The r.o.p. color campaign will take up almost half the institute's $1,700,000 ad budget for the fiscal year ending next June 30.

Theme of the new program: "The five unique advantages of life insurance." Each of the messages will emphasize the way in which life insurance promotes "five goals" which the institute says no other form of protection, savings or investment can emulate.

The five goals: The family's protection; a secure home; college education for the child; the job of one's choice; and retirement free of anxiety.

The campaign will appear in 367 communities, and will be backed by page ads in the Metro Group of Sunday newspapers. This exposure, according to Donald F. Barnes, vp in charge of advertising and promotion, will bring the "primary audience" for the campaign to more than 50,000,000.

- The upcoming campaign was tested last spring and carries artwork by the illustrator, Carl Paule. Following the kickoff Oct. 3, the ads will run every other week through Dec. 12. The Sunday insertions will run alternating weeks, starting Oct. 9.

J. Walter Thompson Co. is the agency. #

PR Publishing Buys Newsletter

PR Publishing Co., Meriden, N.H. publisher of Who's Who in Public Relations, has acquired the biweekly, *PR Reporter*, Evansville, Ind., established two years ago as a newsletter for pr executives. *PR Reporter* will be published out of Meriden from Oct. 3. The new publishers plan to change the newsletter form eventually to be able to carry limited advertising.

Kastor, Hilton Elects Ferry

Franklyn S. Ferry, with Kastor, Hilton, Chesley, Clifford & Atherton, New York, since 1957, has been elected a senior vp and director of supermarket merchandising for the agency.

*FIRST in Cleveland in all DRUG ADVERTISING**

PERFUMES-SOAPS-
NOVELTIES-
ERSCRIPTIONS

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

**HERE IS THE
COMPACT MARKET
WITH RETAIL SALES
LARGER THAN ANY
ONE OF 35
ENTIRE STATES**

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

For Champions and Tyros

The professional, official journal of competitive shooting, published for the 360,000 members of the National Rifle Assn. of America.

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

Why Do America's Blue-Chip* Advertisers Put More Space in House Beautiful Than in Any Other Home Magazine?

*Blue chips, red chips or white chips...
House Beautiful leads
all home magazines in total ad pages
this year as in '59 and '58!*

More Circulation than any other magazine in the quality home field. Over 900,000** Pace Setter families—more than 4½ million readers.

More High Income Readers—Average Income: $15,715, Median: $11,940. Ad dollars in House Beautiful buy a higher percentage of circulation (59.2%) among $10,000 and over families than in any other home magazine.

More Trade Circulation—House Beautiful Sells Both Sides of The Counter. Only House Beautiful publishes a roster of over 60,000 paid trade subscribers—highest trade total of any consumer magazine.

More Advertising Economy—At current rates and circulations, House Beautiful delivers the lowest cost per thousand in its field.***

More Mail Order Advertising—For 18 years in a row, mail order advertisers, whose results must pay out, put more space in House Beautiful than in any other magazine.

**ONLY HOUSE BEAUTIFUL
DELIVERS LEADERSHIP WHERE IT COUNTS...
IN ACTUAL SALES!**

House Beautiful

372 MADISON AVENUE, NEW YORK 22, NEW YORK

ONE OF 13 KEY HEARST SELECTIVE MARKET MAGAZINES

**PUBLISHER'S PROJECTION—LAST HALF 1960
***HB—$6.16 H&G—$6.71 LIVING—$6.41

Most Cincinnatians Consider Advertising 'Good,' Study Finds

CINCINNATI, Sept. 27—Over 82% of Cincinnatians consider advertising "some good," "quite good" or "extremely good," according to a study recently completed by the Stephen H. Wilder Foundation of this city.

38.1% of those surveyed consider advertising "extremely good," 26.2% rated it "quite good" and 18.3% thought of it as being "some good." The other 17.5% either were neutral on the subject (9.3%) or considered it "some bad" (3.4%), "quite bad" (1.7%) or "extremely bad" (3%).

The study was part of a general "Climate of Attitude in Cincinnati, Ohio" project undertaken by the public affairs division of the Wilder Foundation in June and July of this year. It measured attitudes toward 60 different subjects, including as widely varied subject matter as the national Democratic and Republican parties and fluoridation of water supplies.

■ The study showed that women were slightly more enthusiastic about advertising than men. For example, 197 women rated advertising as "extremely good" while only 184 men gave the same rating; 136 women scored advertising as "quite good" as compared with 126 male votes in this category; and 97 women and 85 men rated advertising "some good."

Advertising didn't fare quite so well among the higher educational brackets. The lowest score given to advertising in the educational categories was by "college graduates." Post-graduates rated it slightly higher, and those with "some college" still higher. The average scores for these three categories were: College graduates, 4.964 (a score of 7 would be "completely good"); post-graduates, 5.032; some college, 5.486.

On a racial basis, whites averaged 5.641, while Negroes averaged 5.951, both scorings denoting a "good" appraisal of advertising.

■ By age brackets advertising rated highest in the 41-50 age bracket, which averaged 5.824. The lowest was in the 21-30 group, which averaged 5.504, both of these being "good" ratings.

On the "important" scale over 85% considered advertising of "some importance," "quite important" or "extremely important." 42.4% considered it "extremely important."

■ By educational brackets those who rated advertising lowest in importance were those with "some college," their scoring averaging 5.638. The highest in the educational category was a surprise—post-graduates, whose measure of advertising's "importance" aver-

Why does food sell better on WSPD RADIO

circulation *plus* persuasion

1. With 4 stations in Toledo, 5 out of every 10 radios are tuned to WSPD.
2. The programming and talent to provide the most effective showcase for your selling message.
3. In-store-merchandising in depth—the only program of its kind in this $355,103,000 market for food products.

Katz will provide complete details and a list of the most persuasive times on.

WSPD-Radio
TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

DESIGN
PURCHASING
Purchasing

aged 6.097.

By occupations "sales workers" considered advertising to be of greater importance than other occupations.

■ One interesting statistic revealed by the study was that those who identified themselves as Democrats rated advertising more highly than those who identified themselves as Republicans. The Democrats averaged 5.832; the Republicans, 5.640. #

Ritchie Inc. Changes Name

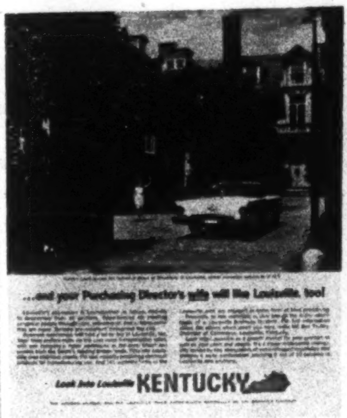
Harold F. Ritchie Inc., American subsidiary of the Beecham Group Ltd. (United Kingdom), has changed its name to Beecham Products, effective Oct. 1, to correspond with the name of the parent company. Beecham claims to be the largest manufacturer of hairdressings and shampoos in the United Kingdom. Among its products sold in the U.S. are Brylcreem hairdressing, Eno Antacid, Scott's Emulsion, Silvikrin shampoo, Pure Silvikrin hair treatment, and the soon-to-be-launched Macleans' toothpaste.

Mathes Promotes Kracht

Alvin R. Kracht, associate director of media at J. M. Mathes Inc., New York, has been appointed media director, effective Oct. 1. He will succeed Douglas R. Hathaway, who is retiring. Rudolph C. Wahlig, formerly assistant director, will succeed Mr. Kracht as associate director, and M. J. Holmes, formerly a media director, will succeed Mr. Wahlig as assistant director.

ANPA Names Coddington

W. R. Coddington, of the *Detroit Free Press*, has been named chairman of the mechanical committee of the American Newspaper Publishers Assn. and its Research Institute. A. E. Rosene of the *St. Paul Dispatch & Pioneer Press* is vice-chairman.


...and your Purchasing Director's wife will like Louisville, too!
Look Into Louisville KENTUCKY

FAMILY APPROACH—*The Courier-Journal and Louisville Times will promote the advantages of living in Louisville to business execs in ads like this in Fortune and the Wall Street Journal starting in October. Zimmer-McClaskey is the agency.*

PRODUCTION
MAINTENANCE

Why it is doubly important in 1961 to sell the man in the middle

The purchasing agent is the focal point of all industrial buying. Buying influences in management, design, production and maintenance depend on his judgment for selection of the actual supplier. He alone decides how much business you will get.

The P.A. is in the middle in two respects. All requisitions channel through him . . . making him the key man for you to sell.

Second, he is in the middle of a current internal squeeze. Management is looking to the P.A. for new ways of effecting economies that will improve shrinking net profits. On the other hand, design and operating personnel will not permit savings that might impair product quality or efficient operation.

Never before has the P.A. so desperately needed information that will help him in this dilemma.

It is the dual function of PURCHASING Magazine to editorially blanket every one of his informational needs and to bring him your informative product story.

For 45 years, PURCHASING Magazine has filled these two needs with unquestioned success. It ranks near the top of all business papers in the number of advertising pages carried each year. And its authoritative editorial diet, richly illustrated and carefully balanced to meet the P.A.'s current needs, maintains high readership and spurs outstanding reader action.

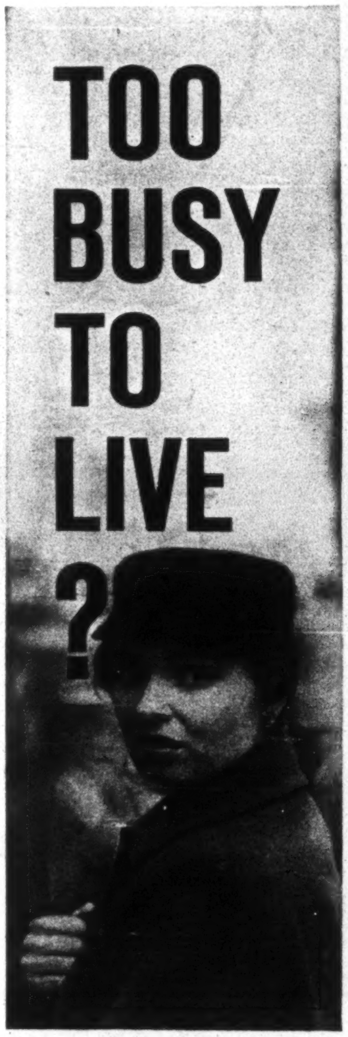
Get the P.A.'s buying power in *perspective* . . . get your 1961 advertising program in *balance now* . . . with a regular schedule in PURCHASING Magazine.

BONUS FOR 1961 ADVERTISERS: 3000 extra circulation in the important metalworking industries at no added cost!

PURCHASING
MAGAZINE
Sells the man who buys

205 East 42nd Street, New York 17, N.Y.

A Conover-Mast publication BPA



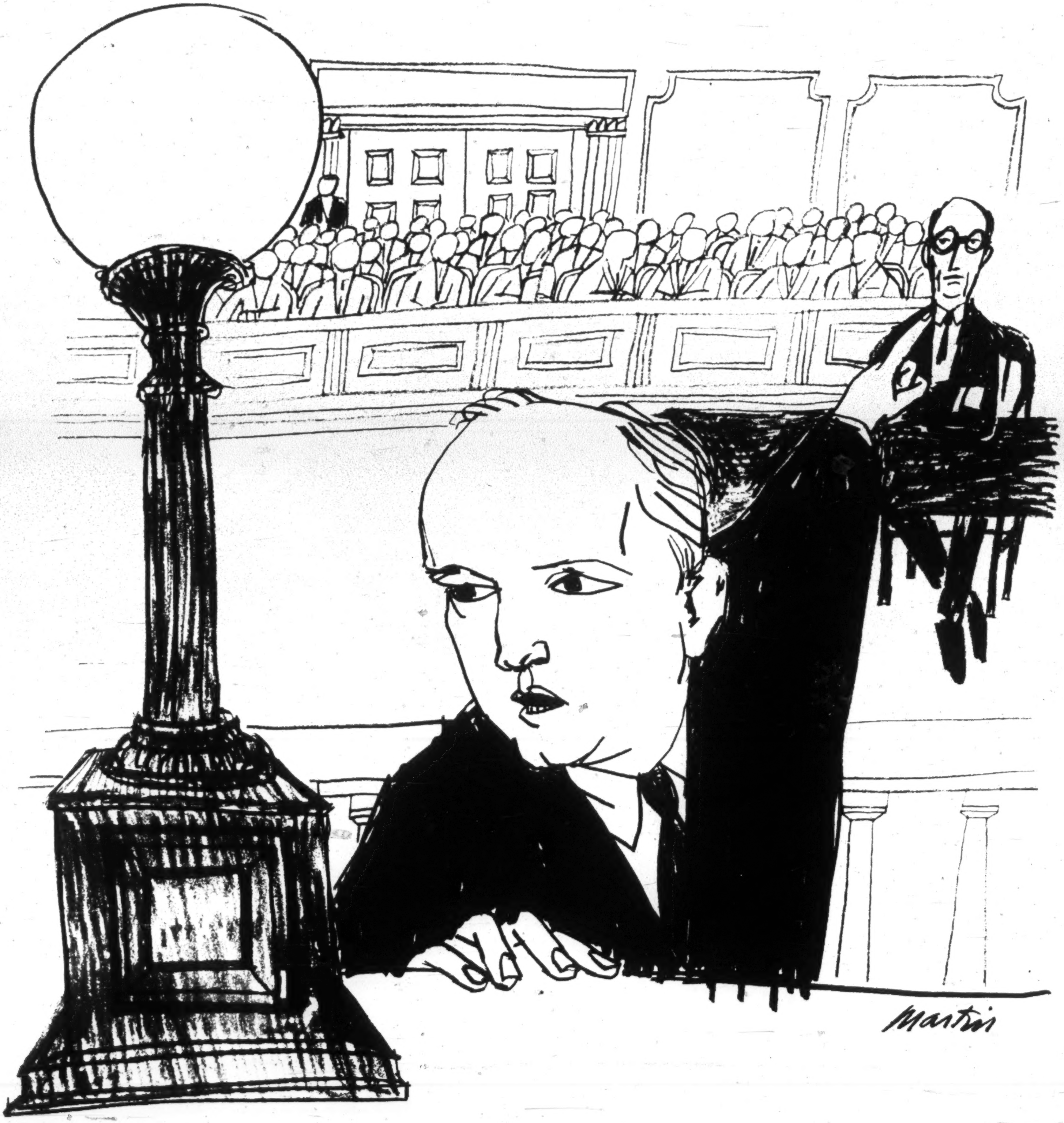
Are you really too busy to have a health checkup once a year? Or do you put it off because you're afraid your doctor might find something wrong?

If it's cancer you're worried about, remember that doctors are curing many more cancers than they could ten years ago. 800,000 Americans are alive today, cured of cancer... many of them because they had made a habit of having annual checkups no matter how **well** they felt... **all** of them because they went to their doctors **in time!** Make annual checkups a habit ... **for life!**

AMERICAN CANCER SOCIETY

In the October Issue of Coronet...

"HE DEFENDED



James B. Donovan, lawyer, wartime General Counsel of O.S.S., retired Commander, Naval Intelligence, Commander of his Post of the American Legion.

the Dramatic Story
A SOVIET SPY"

What happened when an American lawyer who served his country in World War II, was asked by his government to defend one of the most unpopular clients in history?

Could a Colonel in the Soviet Secret Police, sent here to steal military and atomic secrets, really obtain a fair trial in this country? Col. Rudolf Ivanovich Abel asked for an American lawyer and was assigned the services of James B. Donovan, who had been one of the top prosecutors during the Nuremberg Trials. Although no authority could have forced Donovan to suspend his comfortable private practice and accept the assignment, he took the case on one condition: that it be a public service and his fee be donated to charity.

The story of Abel's circumstances, his relationship with his lawyer, the outcome of the case and its implications for the future are told with candor and directness by Bard Lindermann, N.Y. newspaper reporter, in the October issue of Coronet. Donovan's struggle to assure a Soviet spy due process of American justice without prejudice has resulted in a renewed faith in our system of jurisprudence by thoughtful citizens who want to safeguard our legal heritage.

This story is typical of Coronet's constant concern with significant trends in today's world. Although not a news magazine, Coronet often gives new perspective and depth to events which shape the future of our country.

In the next few months, readers may look forward to such stories as:

An expose of the self-styled "obesity specialists," M.D.'s who have been operating jam-packed weight reducing mills all over the country, much to the detriment of their patients;

A surprising defense of atheists and their rights by The Right Reverend James Pike, Bishop of California, who feels that separation of church and state is most important and no man should be denied his constitutional rights because of his religion—or lack of it:

A study of how Socialized Medicine works in a small English town and its broad implications for this country;

A revealing disclosure of some of the country's worst speed traps. This is the second time we have published an up-to-date list of speed traps, and, as in the past, the editors ask readers to write their own experiences with speed traps for publication in subsequent issues.

These are only a very few of the many important stories that will appear in Coronet's pages. In the next few months, this magazine will be even more exciting reading than in the past.

* * *

It stands to reason that a magazine making such significant editorial contributions to its readers will also have an outstanding advertising story to tell. While our December issue is not yet closed for advertising, we are already 20% above last year in linage. Circulation, too, is at an all-time high. Advance indications are that, even though 1960 was our fourth successive year of advertising gains, 1961 will be still greater.

CORONET

OVER 12,000,000 READERS EVERY MONTH

3V Papaya

Nature's Own Digestive Aid

The Bureau of Plant Industry, U.S. Dept. of Agriculture, says "PAPAYA CONTAINS PECULIAR AND VALUABLE DIGESTIVE PROPERTIES WHICH MAKE IT OF GREAT VALUE IN THE DIET." Gourmets' Choice Since 1941. Drink 3V Papaya at breakfast & before retiring. Contains MORE Vitamin C & more NATURAL Vitamins & Minerals. Made from the DELICIOUS Papaya Melon. SPECIAL INTRODUCTORY OFFER: 6 oz. bottle 3V Papaya (makes 1 qt.) PLUS 2 oz. bottle LIQUID, SALT-FREE, SUGAR-FREE 3V INSTANT Meat Tenderizer, $1 ppd. $1 refunded if not pleased. Free folder. At better food shops. 3V, Dept. 14, 53 Mercer Street, New York 13, N. Y.

Rokeach Acquires Bra House

I. Rokeach & Sons, has acquired Exquisite Form Brassiere Inc. and will change its name to Exquisite Form Industries Inc., pending stockholder approval Oct. 14. Originally a kosher food company, Rokeach recently sold its long unprofitable food division. The Exquisite Form purchase includes complete ownership of 18 corporations, plus partial ownerships in Mexico and Canada.

Int'l Silver Adds Wilson, Haight

International Silver Co., Meriden, Conn., has appointed Wilson, Haight & Welch, Hartford, to handle its trade and business advertising. This was previously handled by Young & Rubicam, New York, which will continue to handle consumer advertising for the company.

Nationwide Opens Branch

Nationwide Advertising Service, Cleveland, has opened a branch office in Pittsburgh, with offices at 433 Ross Ave. This branch will handle the placement of classified and display ads in out-of-town newspapers.

Mahoney Joins Mayne

Roy Mahoney has joined Chas. H. Mayne Co., Los Angeles, as an account executive. Mr. Mahoney was formerly director of public relations of Hycon Mfg. Co., Pasadena.

Demand Creativity, Then Respect It, Harding Advises Canada Drug Group

STE. ADELE, QUE., Sept. 27—"Creating the climate in which great advertising can be produced is the responsibility of both agency management and client management," according to Harry Harding, exec vp of Young & Rubicam.

Mr. Harding, who is also chairman of the American Assn. of Advertising Agencies, told the Proprietary Drug Assn. of Canada yesterday that "it's hard to avoid playing it safe; to abhor the weasel; to avoid the hollow boast; to risk the unknown; to abandon the tried and true; to swear off slipshod thinking; to find out instead of guessing. But it can be done.

"It can't be done by the agency alone," he said. "It seems essential that clients, too, desire and encourage creative greatness."

He warned the drug group that creative people need time to do the work properly. "You wouldn't demand that your labs turn out all of next year's new products in a week and a half," he said. "Yet some clients, all too often for their own good, demand all of next year's advertising within that time. And, all too often, account executives don't point out the consequences.

■ "Please, not only allow enough time, but ask your people to try not to make niggling changes," Mr. Harding continued. "Try not to take off the sharp edges. And, for heaven's sake, don't make the agency go through layers of people who can only say no.

"Give your agency fast, free and unfettered access to the topmost character on your advertising totem pole. The man who can say yes, as well as no. And if the word is no, make sure that the reasons why are given—as fully documented as the agency's presentation in the first place.

"Don't just ask for creative work—insist on it, demand it. Then respect it. When you get it, love it; cherish it; guard it. Treat it tenderly, cautiously, for the delicate thing all new ideas start out being.

"Beware of destroying originality," he cautioned. "Remember, if you've never seen anything like it before, don't be frightened. The chances are greater that it's good for you than if you recognize it across the room. Let your agency do its very best for you." #

AWRT Unit Elects Cranston

Pat Cranston, assistant professor of the School of Communications, University of Washington, has been elected president of the newly-chartered Washington state chapter of the American Women in Radio & Television. Other officers are Edna K. Hanna, sales promotion manager, KOMO, vp; Joyce Huston, assistant to the operations manager, KING-TV, secretary; and Wana McDole, tv coordinator of Seattle public schools, treasurer.

Eastern Power to MacManus

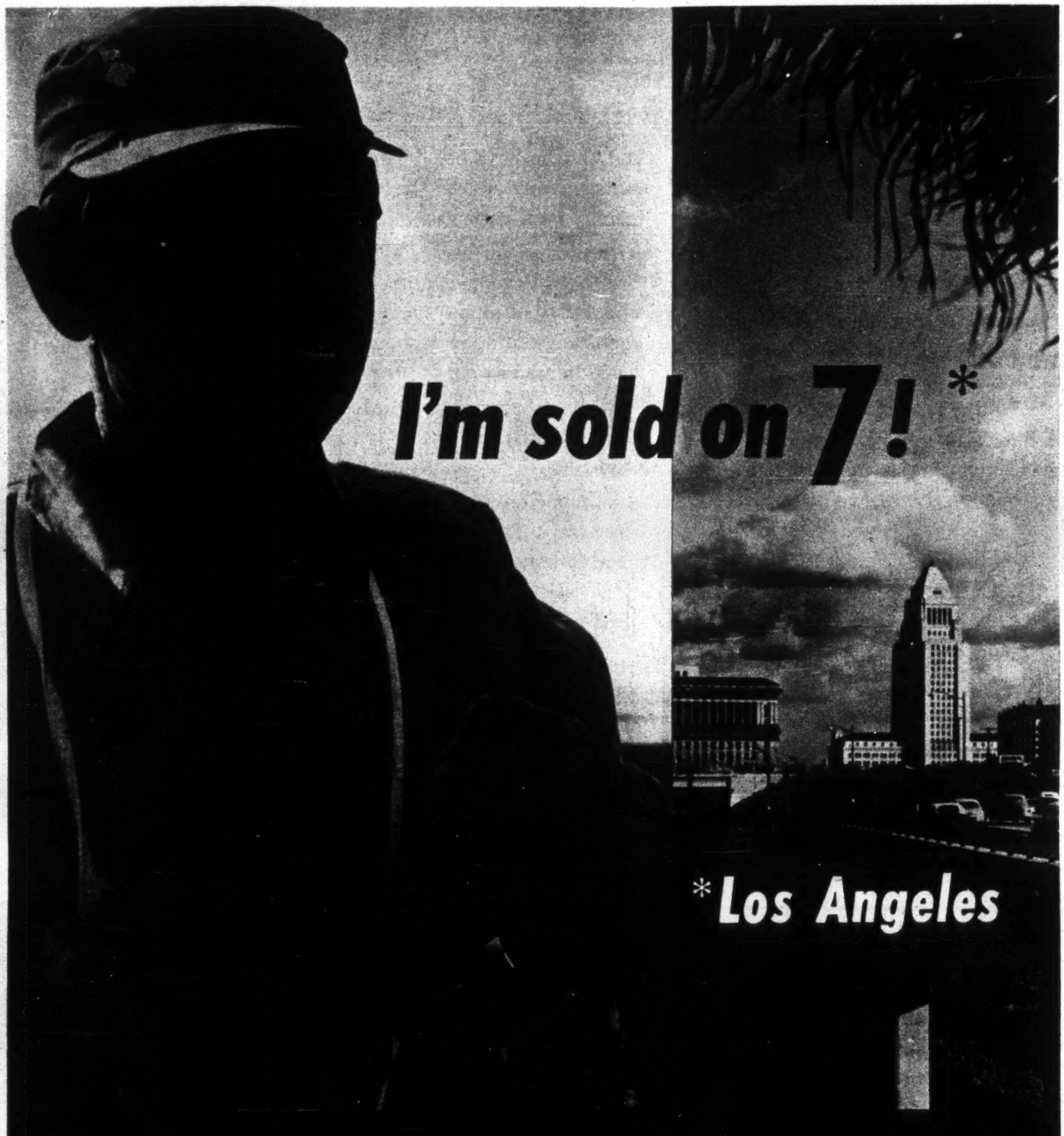
Eastern Power Devices, Toronto, has appointed MacManus, John & Adams, Toronto, to handle its advertising. The account recently was resigned by Heggie Advertising as the result of a conflict. MacManus also is the agency of another subsidiary of I.T.E. Circuit Breaker Co., Bulldog Electric Co. (Canada).

Palmer, Codella Adds One

American Metal Market, New York, has appointed Palmer, Codella & Associates, New York, to handle its advertising. Feeley Advertising, New York, formerly handled the account.

Rupert Named Sales Head

Balaban Stations, St. Louis, has appointed Donald P. Rupert sales manager of WRIT, Milwaukee. Mr. Rupert has been an account executive at WRIT since 1958.



Hard work sold him on 7...the same creative energy that has made ABC's Flagship the leader in the growing West. KABC-TV's aggressive team and vast facilities at TV Center stand ready to work hard to sell your product. You can be sold on 7, too.

Boomerang!

SEE PAGE 85

Advertisement

Builder Market Maturity Key to Expanding '61 Sales: BBMR

More than ever before, 1961 building product marketing decisions should be based on a firm realization and understanding of building's economic maturity, according to the Bureau of Building Marketing Research, an affiliate of *Practical Builder*.

The $30 billion-plus builder market has come of age economically to a far greater extent than is realized by many marketing men, some of whom still tend to regard the field as America's great 'up-and-down' industry, says BBMR.

While many of the traditionally leary attitudes toward the stability of building have changed in recent years, there are three major lingering sources of 'prejudice' which—consciously or unconsciously—tend to adversely influence effective building product sales planning:

Building's Former 'Boom-Bust' Reputation

Some marketers are still inhibited by the wide pendulum swings which characterized the pre-war history of building activity. Evidence of this, says BBMR, is that some marketers still "over-react" whenever a single dark cloud appears on the building horizon, or seem to dwell too much on "when will it end" during periods of exceptionally strong building activity.

Not well enough acknowledged is the fact that builders have maintained and expanded their vast base of activity through both the post-war "pent-up demand" market, as well as the "normal" market of the past few years.

More than 75% of all new dwellings now are conventionally financed. This dramatic shift away from FHA and VA-backed financing indicates more than any other one thing that the industry stands firmly on its own feet and that builder confidence in long-term high production levels is shared by hard-minded *private* lenders.

Today's builder typically goes ahead with better-than-last-year plans without waiting for legislative impetus. Such independence from made-in-Washington markets was sharply evident during '59; a record production year was already a certainty when the housing bill finally passed in September.

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is so great and his relationship to
established distribution channels,
building codes, etc., is so strong, that
overnight industry-wide technological revolution or other change is
just not feasible.

Technological change will continue to occur in all individual phases of building and it is vital that product or component design continually be reevaluated in light of "making it better—at lower installed cost." This—and telling the greatest number of builders of all types about it—is the one true marketing "hedge" for maximum sales results and growth in this field.

Seeing Trees—Neglecting the Forest

Builders erect not only new homes, but "light" non-residential structures—such as stores, office buildings, churches and schools—and do a large volume of remodeling, as well. Too often even today, the marketer's impression of overall building activity and the sales plans he formulates, are based on the current or projected status of *new home* building only. BBMR admits that remodeling and non-residential statistics are even more scarce and less reliable than those for new home building. But, based on the deliberate conservatism of BBMR estimates, which stem from extensive research in this area, the unreliability is chiefly a matter of *understatement*.

There is no longer much doubt on the part of most industry observers, many of them associated with the industry's most successful marketers, that the builder remodeling market is currently running *at least* $5.2 billion annually, and "light" non-residential work at $7.7 billion annually.

Proportions of new home, remodeling and non-residential work vary from builder to builder, but because the materials involved are much the same in all three types of work, the dangers of ignoring the *total* market are obvious.

Another aspect of seeing trees—but neglecting the forest—arises from the fact that *many* factors influence builder activity: mortgage fund availability, labor, land and local market conditions. But no one—or two or three—of these factors is decisive. During the past fifteen years, rarely has there been a time without "scare" headline forecasts of "soft" *individual* factors in the building outlook. Yet the *total* builder market has remained vigorous, with fewer and shorter downturns—and far greater overall growth—than any other major part of the economy.

It pays to view the whole forest.

The great significance of building's size and maturity is readily apparent. For one thing, it means the solid prospect of impressive, immediate sales returns in exchange for adequate investment in agressive, common-sense marketing—without the risks inherent in an unstable, immature market.

But more important perhaps, today's strong and thoroughly carried out selling plan leads directly to a better market position in the certainty of a bigger, even more rewarding building marketplace of tomorrow.

THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS
Practical Builder
A CAHNERS PUBLICATION
AUGUST 1960/75¢
XP
your sales target!
How to bu
CONTENTS PAGE 5

Advertisement

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Today's builder typically goes ahead with better-than-last-year plans without waiting for legislative impetus. Such independence from made-in-Washington markets was sharply evident during '59; a record production year was already a certainty when the housing bill finally passed in September.

Perhaps the most significant feature of today's economy, says BBMR, is that building no longer waits for 'good times,' or downturns greatly in not-so-good times. Instead, building is both a cause and effect of our high living standards; strong enough to forge its own expansion, huge enough to resist temporary recessions in other sectors of the economy.

Expectation of Overnight Industry Change

Not altogether buried is the expectation that some revolutionary change—in building materials, distribution, construction methods—will quickly alter the market and that marketing plans should therefore "hedge" this so-called possibility.

This has not happened—and will not happen, says BBMR—because building is done *locally*, where people live.

Because the builder is actually a local manufacturer, always confronted with highly competitive conditions, he continually seeks the material or method which builds it better—at the best value. His technology therefore evolves steadily from year to year. But his number is so great, and his relationship to established distribution channels, building codes, etc., is so strong, that overnight industry-wide technological revolution or other change is just not feasible.

Technological change will continue to occur in all individual phases of building and it is vital that product or component design continually be reevaluated in light of "making it better—at lower installed cost." This—and telling the greatest number of builders of all types about it—is the one true marketing "hedge" for maximum sales results and growth in this field.

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THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS
Practical Builder
A CAHNERS PUBLICATION
AUGUST 1960/75¢
Reach More
Builder-Buyers
with the magazine
that sells the total
builder market!
WINDOWS for daylight and beauty
How to budget your merchandising dollars
CONTENTS PAGE 5

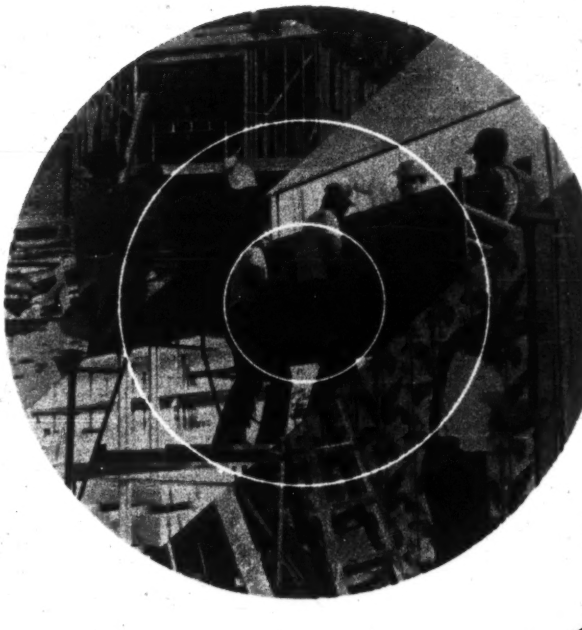
Look for more business from builders . . . **the real buyers** in a $30-billion plus market! And look for it to come not only from new housing, but also from the rapidly expanding areas of non-residential building and remodeling of homes and non-residential structures.

This, from the Bureau of Building Marketing Research—which also tells us a great share of this business will continue to come from Practical Builder readers. The reason is simple enough: PB reaches MORE BUILDERS WHO BUY! MORE LARGE BUILDERS (over 25 homes a year); MORE MEDIUM AND SMALL BUILDERS who contribute substantially to the new home market and do the bulk of the business in the huge remodeling and non-residential building markets.

Reader clinics; continuing readership studies; an editorial staff constantly searching out new and original business material; a quick, meaty format. These are the things that attract and hold the interest of builders—and, they point up why Practical Builder delivers more builder BUYING POWER than any other magazine! $21.9 billion worth! 70% of the entire light construction industry!

Why settle for less?

PRACTICAL BUILDER
A Cahners Publication • 5 South Wabash Avenue, Chicago 3, Illinois



"I always look forward to a few hours with Ad Requirements"

says **E. A. MICHALS**
Advertising & Sales Promotion Manager
Armour Industrial Chemical Company

"The reproduction qualities of Armour Chemical's advertising and sales promotion pieces are ultimately my responsibility."

"Therefore, anything I can do to refresh my mind, or learn something new, about the graphic arts helps me transmit suggestions to the people with whom I work."

LINES
Redicote

"I find Ad Requirements the only magazine containing a complete rundown on graphics from art to photography, typography and printing. That's why I always look forward to a few hours with AR—for its ads as well as its features."

Mr. Michals and Armour Industrial Chemical Company (a division of Armour and Company, Chicago) are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

Marketer of several hundred industrial chemicals, Armour mails more than 50,000 pieces of promotional literature annually to the chemical, petroleum, plastics, mining, rubber, paper and other industries. In addition, booklets, folders, leaflets and house organs are distributed at trade shows and by the firm's sales force.

Armour Chemical's $100,000-plus promotion program includes a portion for audio-visual aids which currently consists of slide presentations for technical seminars (conducted for customers and prospects), flip charts and a motion picture on the application of the company's products to road building. A space advertising program also is conducted in about thirty trade and business publications.

Mr. Michals majored in advertising at the University of Illinois School of Journalism, and brought both production and writing experience with him when he joined the parent Armour company (in 1954) as advertising supervisor for several of its industrial divisions. Two years later, he progressed to advertising and sales promotion manager for the industrial chemical operation—the largest Armour nonfood division. Mr. Michals is the founder of the Chicago Chemical Advertising Group.

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Advertising Requirements

Workbook of Advertising & Sales Promotion

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

Lesch 'Reconfirms' No-Gift Policy at Colgate-Palmolive

NEW YORK, Sept. 27—George H. Lesch, who in July took over as chief executive officer of Colgate-Palmolive Co., has sent out a form letter outlining company policy on accepting gifts from suppliers.

The letter said, "Gifts, favors and gratuities should not be accepted from suppliers, vendors, advertising agencies, media or traffic representatives or others selling goods or services to Colgate-Palmolive Co."

■ Mr. Lesch said the letter was intended "to avoid placing any officers or employes in an awkward position and to spare our friends the embarrassment" resulting from the return of gifts or favors. He indicated that he felt it would be mutually beneficial if relations were based on merit alone.

Colgate declined to tell ADVERTISING AGE to how wide a mailing list the form letter was sent; nor would it say whether a similar "no gifts" policy letter was circulated within the company. The letter was termed an "internal matter," which was not prompted by any specific offense, and which should not be taken as an implication that there was a need for such a letter at this time. Colgate has always had a "no gifts" policy, it was stated.

■ Mr. Lesch's letter was characterized as something a new man does when he comes in to head a company and reviews policies and re-does things that are already standard procedure. The Colgate representative said this letter was just one of a series of moves by the new management to button up details. He maintained that it should be no more newsworthy than policy reconfirmations relative to economy, promptness, etc. #

Paper Maker Pushes Books

New York & Pennsylvania Co., New York, manufacturer of book papers, is exhibiting the works of 36 publishers in a book display in New York's Pennsylvania Station. The exhibit will continue until mid-November. It is the third phase of the company's book campaign. Recently it distributed about 500,000 bookmarks to retail bookstores across the country. Prefaced with the question, "Have you read these new books from . . . ?" the bookmarks listed titles from spring lists of major publishers. The company also participated in "Weather Game" (WNTA-TV) on which books were given as prizes. O. S. Tyson & Co., New York, is the agency.

Hilton Consolidates Account With Needham & Grohmann

Hilton Hotel Corp., Beverly Hills, has consolidated its advertising at Needham & Grohmann, New York, by appointing the agency to handle its Carte Blanche credit card. The agency has handled Hilton Hotels in the U.S., Hilton Inns and Hilton Hotels International since 1947. N. W. Ayer & Son, Hollywood, previously had the Carte Blanche account.

Woodburn Joins Auto Book

James A. Woodburn, formerly sales and advertising manager of Mastercraft Trailers Inc., has been appointed national sales manager of *Automotive Retailer*, Southport, Conn.

Newsprint Consumption Up in First 8 Months of '60

Newsprint consumption in the U. S. for the first eight months of 1960 amounted to 4,809,523 tons compared with 4,586,493 tons for the same period in 1959.

In August alone, consumption was put at 560,475 tons by the American Newspaper Publishers Assn. This figure was down slightly from the 564,045 tons reported for August 1959. Part of the decrease was attributed to the fact that August, 1960, had one less Sunday than a year ago.

Markus-Campbell Sets Drive

Markus-Campbell Co., Chicago, has added a memory course to complement its conversation and public speaking home study courses. Advertising plans for the 10-lesson course will consist of newspapers, magazines and direct mail. Hall, Haerr, Peterson & Harney, Peoria, is handling the account.

Amazing New Discovery!

PATENT OFFICE

If you've never sampled the services of Century—you're in for an "amazing new discovery". Why settle for less than the best...Century Service!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

KRNT Radio is very big in Des Moines

Big in total audience – see all surveys
Big in total adult audience – see all surveys
Big in service to the community – see Central Surveys
Big in news – ten years of dominance – see all surveys
Big in personalities – see Central Surveys
Big in believability – see Central Surveys
Big in local business
Big in the lives of people in the community—see the people
Big in sales impact – see Katz

KRNT is Total Radio in Des Moines

A COWLES OPERATION

NIGHT AND DAY!
Film-making experts can handle the production of those TV commercials you needed yesterday!

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

Zooming Echo I Points Way to Live TV Worldwide: Treyz

BUFFALO, Sept. 27—Worldwide live television coverage of major events is five or six years in the future. President Oliver Treyz, of the ABC Television network, said recent developments like the launching of the Echo I satellite will make such developments possible. He spoke before the Buffalo Chamber of Commerce business breakfast club.

"In 1964, you will see the Olympics in Tokyo as they happen. There's no question that you will have television live all over the world. You will see revolutions as they happen," he said.

■ Mr. Treyz explained that the development depends upon the communications satellite, since tv operates on the "line of sight" principle. Thus satellites will give the earth a worldwide horizon.

WHITELEY'S "HOUSE OF LORDS" WHISKY
LEITH, SCOTLAND

WHERE'S THE BOTTLE?—*Glenmore Distilleries, Louisville, recently found this pre-Prohibition poster for House of Lords scotch whisky. Copy states, "Increasing sales—gained, not by fortunes frittered on advertising, but built up by merit and nothing but merit—are proof enough of this."*

Other developments he listed for the future include closed circuit marketing techniques in which a tv viewer sees a product advertised and can press a button to have it delivered to his home.

"This is still a baby industry," he observed. "You haven't seen anything yet."

■ Mr. Treyz also made these points:

• **Color Television**—"In our opinion, wide use will come in time, but very slowly. Until a set is made good enough and cheap enough to command a mass market, we will concentrate on the show."

• **Educational Television**—"My surmise would be that educational tv probably would be administered locally by units no larger than a state. I would think state and local communities would guard this prerogative just as they do public schooling." #

Fred Niles Offers Bridge TV Series

"Bridge with the Masters," a proposed tv series, packaged by Harlen Productions, is in production at Fred A. Niles Productions, Chicago. The hour-long show will give bridge enthusiasts a chance to follow expert players throughout the country as they compete in teams of four in inter-city competition.

Alfred Sheinwold, bridge authority, will be host and commentator and, in addition to commenting on the bid by bid and play by play, will explain the rudiments of the game. The winning team will be awarded $2,000 and return on the next show to defend its title against another city's top team.

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

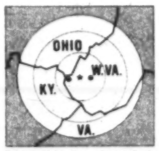
• There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

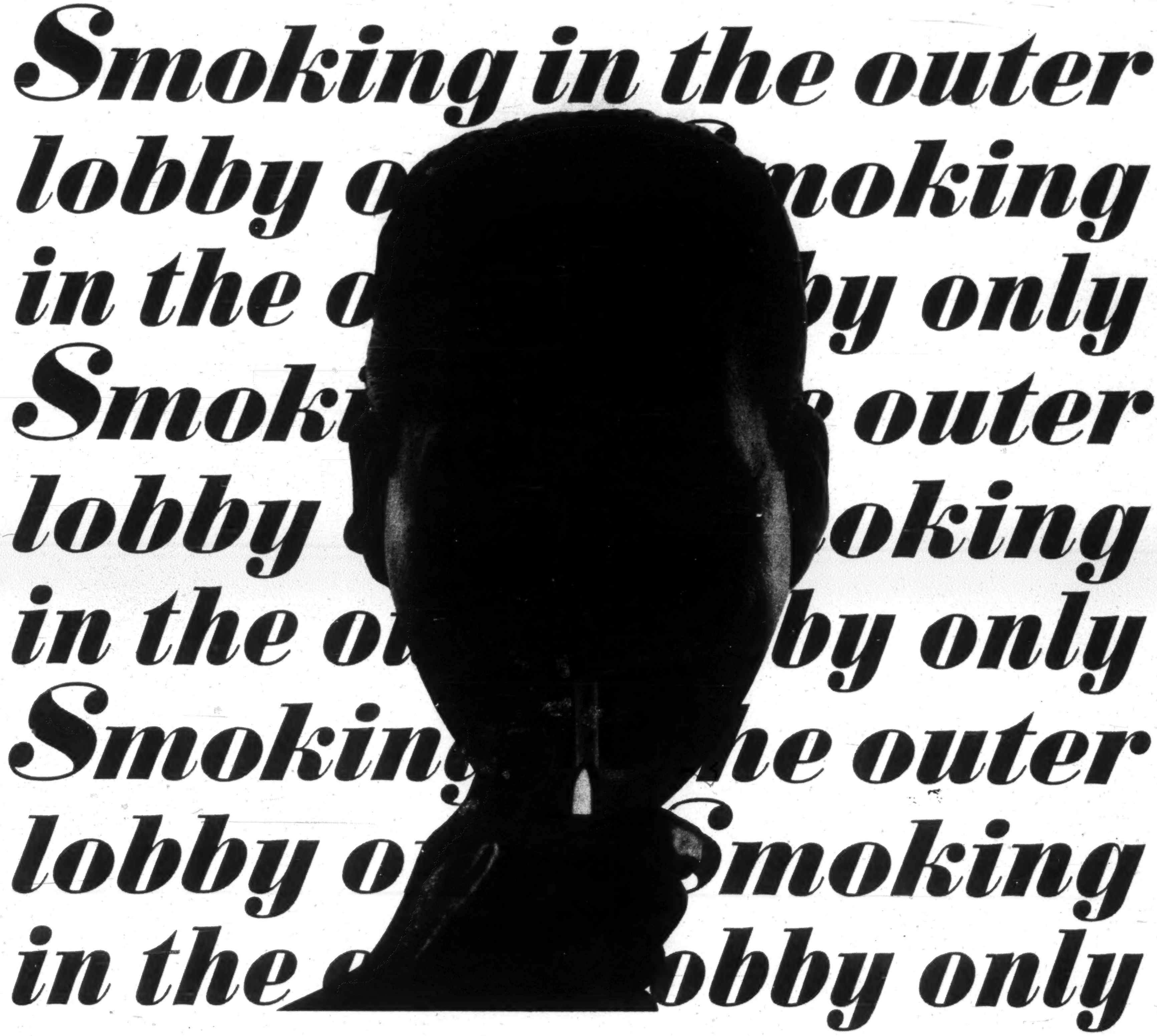
"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON, is a 68-county Dynamic Circle that cuts across 4 states. 2,177,000 people here share a $4 billion payroll from America's bluest-chip companies who have been drawn to this vital Ohio Valley area by its concentration of natural resources, low-cost transportation, central location, and fine industrial climate. It's an area of 440,000 (repeat 440,000) TV homes. WSAZ-TV reaches more of them regularly than the other *two* TV stations combined. It attracts the largest share of audience of *any* NBC station *in the U.S.A.* in a 3-station market. More facts are as near as your KATZ Agency man.



WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

What does it take to move people?


Smoking in the outer
lobby o moking
in the o by only
Smok e outer
lobby oking
in the o by only
Smokin he outer
lobby o Smoking
in the obby only

You have to tell them and tell them and tell them. That's what it takes. And that's why frequency is an advertising must. You get an *added* measure of frequency in The Saturday Evening Post at no added cost. ■ Check the new study of media effectiveness, Ad Page Exposure, for a count of the face-to-face selling contacts your ad page makes. They add up to 30,861,000 APX per issue. ■ You'll find your Post ad page makes more than one sales call per reader. Fact is, it gets 37% more exposure to the average reader than the same ad in the other big weekly. ■ You'll find, too, that your Post ad page is seen more times by your better prospects. ■ In short, the Post helps you light a fire under sales, because . . .

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Artists Guild Elects White

Edwin H. White, art director of Atlantic Refining Co., has been elected president of the Artists Guild of Philadelphia, an association of commercial artists. Other officers elected, all having their own art studios, are Harvey Simpson, 1st vp; Douglass Warner, 2nd vp; Kathryn Tyrrell, corresponding secretary, and Conrad J. Linke, treasurer. Mary J. Mowry, of Beck Engraving Co., was elected recording secretary.

Business Opportunities

Manufacturers who wish volume sales to the growing equipment rental industry. If you are not aware of "Tomorrow's Market," please write RENTAL YARD REGISTER, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103.

Use Our Century of Publishing Experience

Cost-conscious publishers from coast to coast have found that the "know-how" gained from a century of publishing our own magazine, *The Nebraska Farmer,* saves them time, money and headaches.

It will pay you to investigate our complete facilities—*including 4-color web offset*—for producing magazines and all other printed materials.

WRITE, WIRE, PHONE

Nebraska Farmer Company

The Midwest's Fastest Growing Printing House
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

NOW Sealy custom fits you
to luxurious bedding like this...
Sealy HEALTH BOARD
CONFORM-A-GRAPH

FIRST—*Sealy Inc., Chicago, will launch its new ad drive for its Conform-A-Graph mattress with this color page in the October House Beautiful. J. Walter Thompson Co. is the agency.*

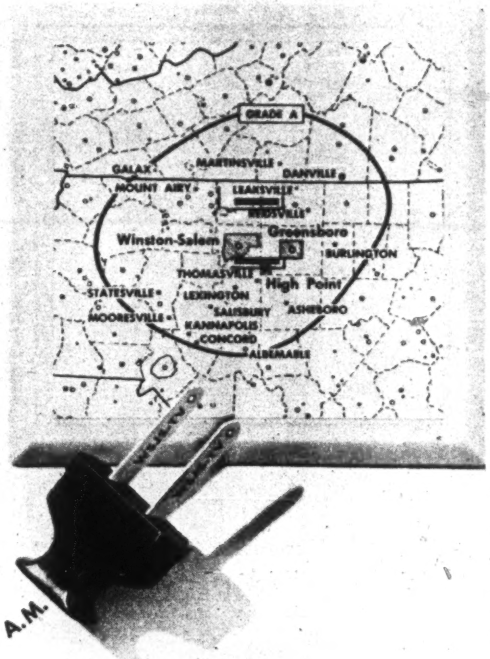
P.M. 12:30 P.M. 8:00 P.M. 8:15 P.M. 8:30 P.M. 9:00 P.M. 9:30 P.M. 9:15 P.M. 9:30 P.M. 9:45 P.M. 10:00 P.M. 10:15 P.M. 10:30 P.M. 11:00 P.M. 12:00 A.M. 12:15 A.M. 12:30 A.M. 8:00 A.M. 8:30 A.M. 8:45 A.M. 9:00 A.M. 9:30 A.M. 10:00 A.M.

Spend your time more profitably
in North Carolina

where WSJS television
gives you grade A
coverage of more homes than
any other station

WSJS
television
Winston-Salem / Greensboro

NBC CHANNEL 12
MST



PETERS, GRIFFIN, WOODWARD—REPS.

NTA Sees Business Upturn; Plans Ad Push for Film Wares

NEW YORK, Sept. 27—National Telefilm Associates is moving with "cautious optimism" toward a black ink operation in the near future, basing its hopes on three of its special projects, Ely A. Landau, board chairman, said here last week.

Bases of the projection were enumerated by NTA president Oliver A. Unger as: (1) syndication of "Play of the Week"; (2) two half-hour series, "Third Man," which NTA expects will eventually be sold in 200 markets, and "Assignment Underwater," now sold in 62 markets; and (3) NTA's post-'48 library of 20th Century-Fox movie releases.

NTA revealed its 1960-'61 plans as it gears itself for autonomous operation—expected at the end of this month, when National Theaters & Television, which owns about 89% of NTA's stock, will turn over most of its NTA stock to NT&T stockholders. The spin-off is subject to FCC approval. NT&T will continue as the largest single shareholder in NTA, however, retaining 32% of its stock in the company. NT&T still will control the financial policy of the company, but, practically speaking, NTA will operate on its own, Mr. Landau explained.

NT&T reported a net loss of $3,071,274 for the 39-week period ended June 28, 1960, after a provision was made for $3,500,000 on a loss in its investment in NTA.

- NTA recently completed a six-to-seven-week move back to New York from Hollywood. The company had staged a giant airlift transfer of its headquarters to the West Coast in September, 1959.

In commenting on NTA's library of 61 post-'48 movies, Mr. Landau said that the company plans to back this series with the largest single advertising campaign in its history. The campaign, including 97 pages in business publications, will break the end of September. About half of this space will be devoted to the post-'48ers, with the remainder featuring other NTA properties. The ads were scheduled through NTA's agency, Moss Associates.

- NTA expects to acquire more stations in the U.S. The company also will become international soon when, along with Granada of England, it acquires a 25% interest in a new Ottawa tv station, CJOH, which expects to be on the air by May, 1961. NTA also has a minor interest in a station in Pembroke, 100 miles outside of Ottawa.

Heretofore, Canada has represented about 2% of NTA's syndication business, but Mr. Unger predicted that this will reach 5% by 1961. Mr. Unger is planning a trip to Europe to discuss syndication of NTA's properties with stations there. #

Kroger, Westinghouse Launch 'Junior Cook of Year' Search

Kroger Co., Cincinnati, and Westinghouse Electric Corp., Pittsburgh, have launched their third annual search for the "Junior Cook of the Year." The winner will receive $5,000 and a trip to Paris. First and second place awards of $2,000 and $1,000 will be made in both junior and senior age divisions, and each of the 50 finalists will receive $100 and a Westinghouse range.

The program, designed to reward and encourage development of cooking skills among teen agers, is planned in cooperation with the Kroger Food Foundation to assist in food studies and in building interest in proper nutrition and imaginative use of recipes.

SEEN ▶
THIS ▶
AD ▶
SOME-
WHERE
BEFORE
?

You sure did! You spotted our friend lighting up on the preceding page. We took this curtain call to make a point: Millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (And there's no admission for the second showing.)

Your ad page in the Post is seen a show-stopping 37% more times by the average reader than the same ad in the other big weekly. And when men and women see your ad a second time, they learn more about your product. Respond quicker. Which is why frequency is such a stellar seller. (Ask Cluett-Peabody. One ad...one time in the Post...one complete sellout.)

Want this kind of award-winning performance for your product? Take top billing with the star of the general-weekly field—The Saturday Evening Post.

What does it take to move people?

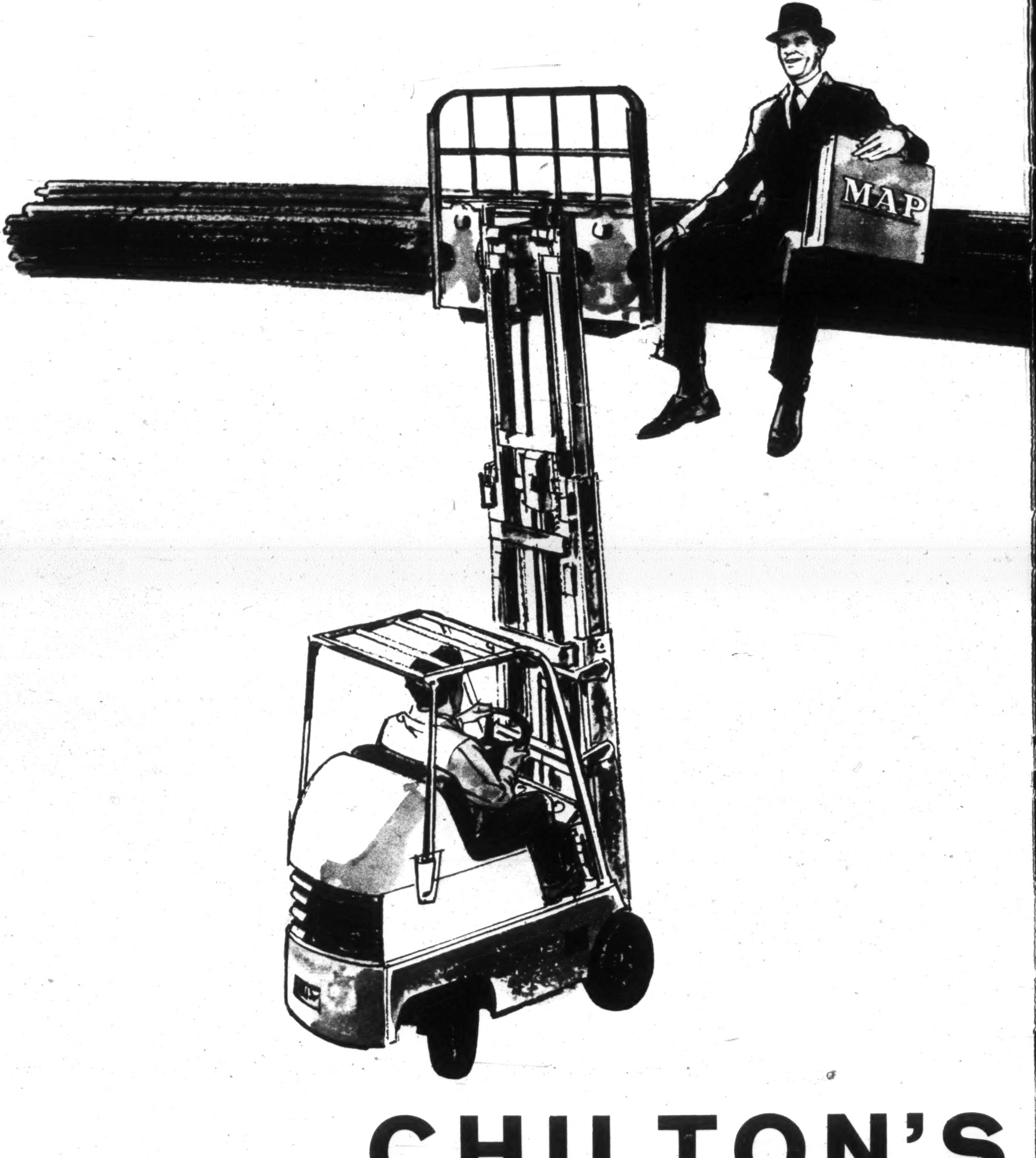
Smoking in the outer
lobby o moking
in the o by only
Smoki e outer
lobby oking
in the o by only
Smokin he outer
lobby o Smoking
in the obby only

You have to tell them and tell them and tell them. That's what it takes. And that's why frequency is an advertising must. You get an *added* measure of frequency in The Saturday Evening Post at no added cost. ■ Check the new study of media effectiveness, Ad Page Exposure, for a count of the face-to-face selling contacts your ad page makes. They add up to 30,861,000 APX per issue. ■ You'll find your Post ad page makes more than one sales call per reader. Fact is, it gets 37% more exposure to the average reader than the same ad in the other big weekly. ■ You'll find, too, that your Post ad page is seen more times by your better prospects. ■ In short, the Post helps you light a fire under sales, because . . .

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

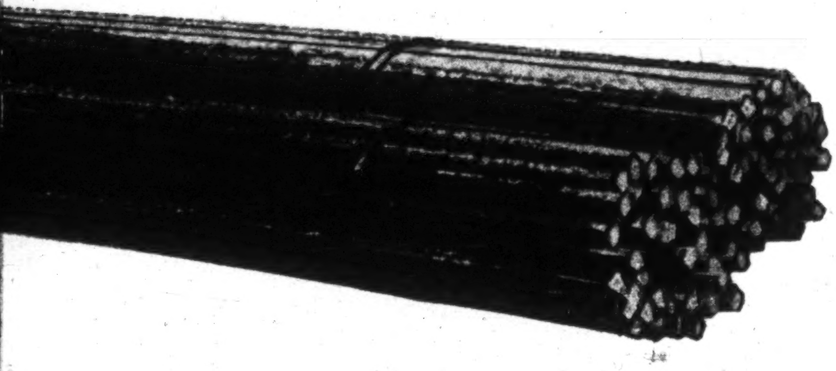
READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000



CHILTON'S

How IRON AGE M-A-P* helps you get more for your advertising dollar in metalworking



With today's intensified competition—domestic and foreign—you need truly definitive marketing data as a basis for advertising planning. The IRON AGE Marketing Assistance Program (M-A-P) gives you such data. Specifically it helps you (1) more clearly to identify your markets by industries; (2) better to evaluate potential of these industries; (3) pinpoint sales targets and areas; (4) identify and presell major buying influences for your product.

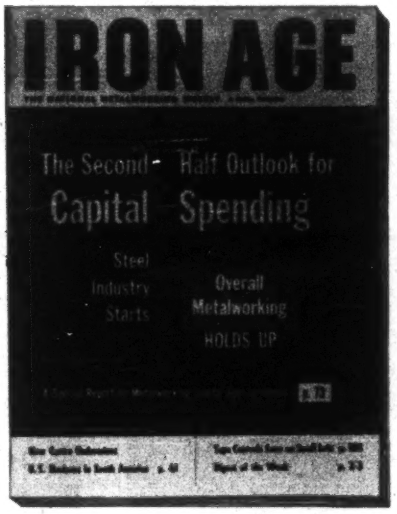
Among the many tools IRON AGE offers for this purpose are a master list of over 28,000 plants in metalworking; Basic Marketing Data—summarizing plant and employment facts; market potential studies for individual products; and National Analysts, Inc. studies of executive buying influences for 15 major categories of products sold to metalworking.

Particularly valuable are the National Analysts findings—results of the most extensive study of an industrial market ever made. They can help you determine more accurately than ever *who* does metalworking's buying. You can pinpoint the buying-specifying team for your product; evaluate purchase roles of executives involved; determine publication readership—invaluable for marketing and advertising strategy. See your IRON AGE representative for full details.

**Marketing Assistance Program—a service of all Chilton publications*

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

Reaches the buying-specifying team in the $140 billion metalworking industry. To sell metalworking, you must sell its entire purchase-decision team—administration, engineering-production, purchasing. IRON AGE helps you do this through well-balanced editorial fare—news of industry, engineering-production developments, markets and prices—geared to the needs of all segments of metalworking's management team. And its 51,000 qualified circulation is concentrated where the buying-power is—22,995 of the 27,886 metalworking plants employing 20 or more plant workers.



IRON AGE

The Second-Half Outlook for
Capital Spending

Steel Industry Starts

Overall Metalworking HOLDS UP

IRON AGE

If you
know
your
onions

EXTRA DRY
TRIBU
VERMOU

you'll use...
TRIBUNO
EXTRA DRY VERMOUTH

Call it a Gibson, call it a Martini with an Onion... it's the Tribuno Vermouth that counts. Be sure to try Tribuno Sweet, Too!

"21" Brands, Inc. N. Y. C.
Sole Distributors, U.S.A.

KNOW YOUR ONIONS—*Vermouth Industries of America, New York, has launched its biggest fall ad campaign for Tribuno. Two ads are scheduled for Newsweek and a total of 15 for Atlantic, Bon Appetit, Gourmet, Holiday, The New Yorker and The Reporter. Guth, Francis & Richards, New York, is the agency.*

KEZI-TV Joins ABC

KEZI-TV, Eugene, Ore., will become an affiliate of ABC-TV when it goes on the air Nov. 1.

280 television showings of "Olympic Village, U.S.A." for Douglas Fir Plywood Association in 8 months — at less than $15 per telecast.

Public information films from business get optimum use on TV from MODERN distribution. The fact that many Modern-TV people are exclusively concerned with television opportunities is one reason why.

To learn how your business film can benefit from Modern distribution, write or call

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

FDA Wins 10-Year Fight Against Cancer 'Cure'

WASHINGTON, Sept. 27—The Food & Drug Administration announced last week that the last remaining major source of the "worthless and discredited" Hoxsey cancer treatment has been eliminated.

A federal court order against Harry M. Hoxsey, the original promoter of the cancer cure, calls for "complete and final discontinuation."

Joining in the consent decree of permanent injunction are Mr. Hoxsey, Dr. Harry R. Taylor, who operates the Taylor Clinic in Dallas, where the treatment was being administered, and two staff physicians.

All present patients must be notified by the clinic that the treatment is no longer available, the court order requires.

■ FDA Commissioner George P. Larrick said that patients have paid more than $50,000,000 for the treatment. "The injunction decrees culminate 10 years of almost continuous litigation . . . to curb this worthless nostrum."

FDA said that thousands of patients from all parts of the U.S. and the rest of the world have poured into the Texas clinic seeking a painless cure for cancer. At one point, FDA—for the first time in its history—was driven to post warnings in post offices throughout the country calling attention to the phony cure.

During the decade of hassling with the Hoxsey treatment, FDA pulled the promotor into court three separate times in an effort to prove that the treatment was worthless. #

CAMPAIGNS
DELIVER

If you
know
your
onions

EXTRA DRY
TRIBU
VERMOU

you'll use...

TRIBUNO

EXTRA DRY VERMOUTH

Call it a Gibson, call it a Martini with an Onion... it's the Tribuno Vermouth that counts. Be sure to try Tribuno Sweet, Too!

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CAMPAIGNS
DELIVER

Plagiarism Suit Filed Against CBS, Maxon, GE, Others

Henry Fox, a Connecticut writer, has filed a $1,000,000 plagiarism suit against Columbia Broadcasting System, Maxon Inc., General Electric Corp., Moses, Reid & Cleary Productions and emcee Allen Ludden. In the suit, entered in federal court, New York, he asked an injunction against continuance of "College Bowl Quiz," now sponsored by GE on CBS, with Mr. Ludden as quizmaster.

Mr. Fox alleged he originated an idea in 1953 for a radio-tv program called, "Working My Way Through College," which was to be a "quiz contest between four students representing a particular college or university against another team of four students," with the prize money to be used to enable needy students to complete their education. Mr. Fox, who said his idea was plagiarized and copied by "College Bowl Quiz," asked $250,000 from CBS, the same amount from GE, another $250,000 from Maxon and the show's producer jointly, and still another $250,000 from Mr. Ludden, who is charged with having told the other defendants about Mr. Fox's program idea.

Illinois Bell Film Salutes Teens

"Youth on the Go," a 30-minute public service film, has been produced by Illinois Bell Telephone Co., Chicago, as a salute to Illinois high school students. Designed to tell the story of how high school students use their leisure time to enrich themselves and prepare for the future, the film shows actual students participating in some of the after school activities and clubs made available to them. Additional information about the film is available from Illinois Bell Telephone Co., 208 W. Washington St., Chicago.

GILBERT A. STARR

BOSTON, Sept. 27—Gilbert A. Starr, 61, merchandising director of Daniel F. Sullivan Co., died Sept. 15 at Massachusetts General Hospital.

A native of Beverly, Mass., he attended Harvard and Boston University, and was affiliated with various Boston agencies for many years before joining the Sullivan agency. He also had been a member of the advertising department of the defunct *Boston Post*.

He was a director of the Advertising Club of Boston and a member of the Radio & Television Executives Club.

THOMAS J. YOUNG

JACKSONVILLE, Sept. 27—Thomas J. Young, 74, who retired in 1958 after having been with the *Philadelphia Ledger* and the *Philadelphia Daily News* as national merchandising and promotion manager, died here Sept. 19 after a long illness.

A LIST OF 52 MILLION BUYING FAMILIES!

Want to reach "all" these families?
Want to reach any part of them—
to suit your product profile
or marketing strategy?

BY DONNELLEY
YOUR MARKET!

THE EXCLUSIVE DONNELLEY NATIONAL FAMILY LIST is far more than a mere re-listing of various published directories. It is a mail-oriented list designed to fulfill two main objectives: first, to provide you with *pin-point coverage* of any economic group or geographical area; second, to make certain that, once you've matched areas with your product profile, *you get full coverage* of the areas you select.

This Donnelley National Family List includes segments of our population frequently missed, such as unlisted phone subscribers, non-phone-owning apartment dwellers, new suburban home-owners, rural families with numbered post office box addresses, and many others. *Only Donnelley* has the huge force, in plant and in field, required to keep such a list up to date, to eliminate duplications, to hold the number of undeliverables to a minimum.

The success of any mail couponing or sampling campaign is largely determined by the accuracy and comprehensiveness of the list used, as hundreds of Donnelley direct mail successes prove. So, whether you want to introduce a new product or promote an established one, you can depend on Donnelley to get the job done—with maximum efficiency . . . at minimum cost.

Whether you need addressing and mailing only, or a complete planning-creative-production-mailing service, write or phone your nearest Donnelley office. Find out how a campaign by Donnelley can deliver *your* market!

THE REUBEN H. DONNELLEY CORPORATION (Direct Mail Division)

- 407 East 25th Street, Chicago 16, Ill.
- 4632 Santa Monica Blvd., Los Angeles 29, Calif.
- 230 East Sandford Blvd., Mt. Vernon, N.Y.

FASTEST SELLING SERIES IN SYNDICATION TODAY!

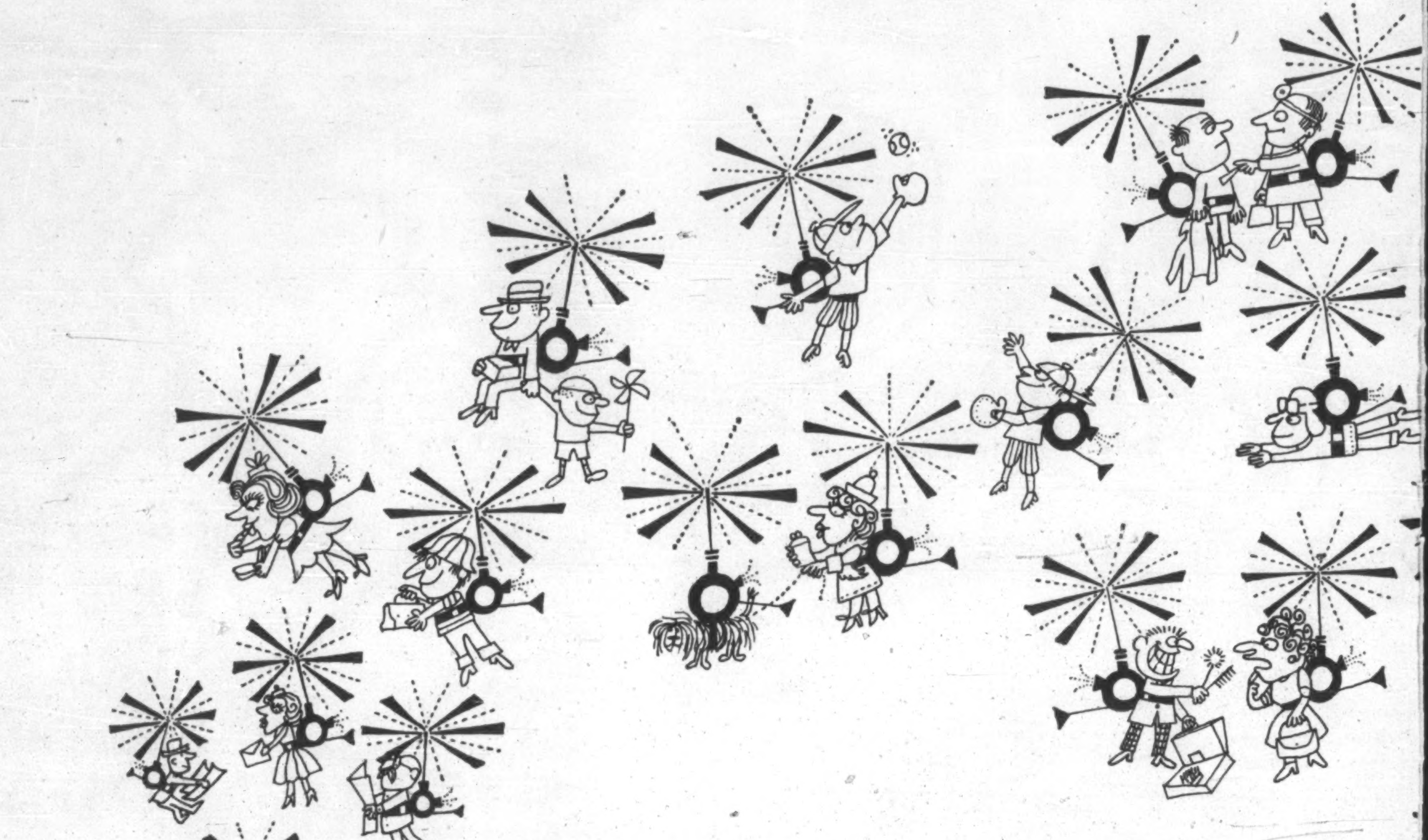
"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series—BEST OF THE POST—for your market!

ITC
INDEPENDENT
TELEVISION
CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100



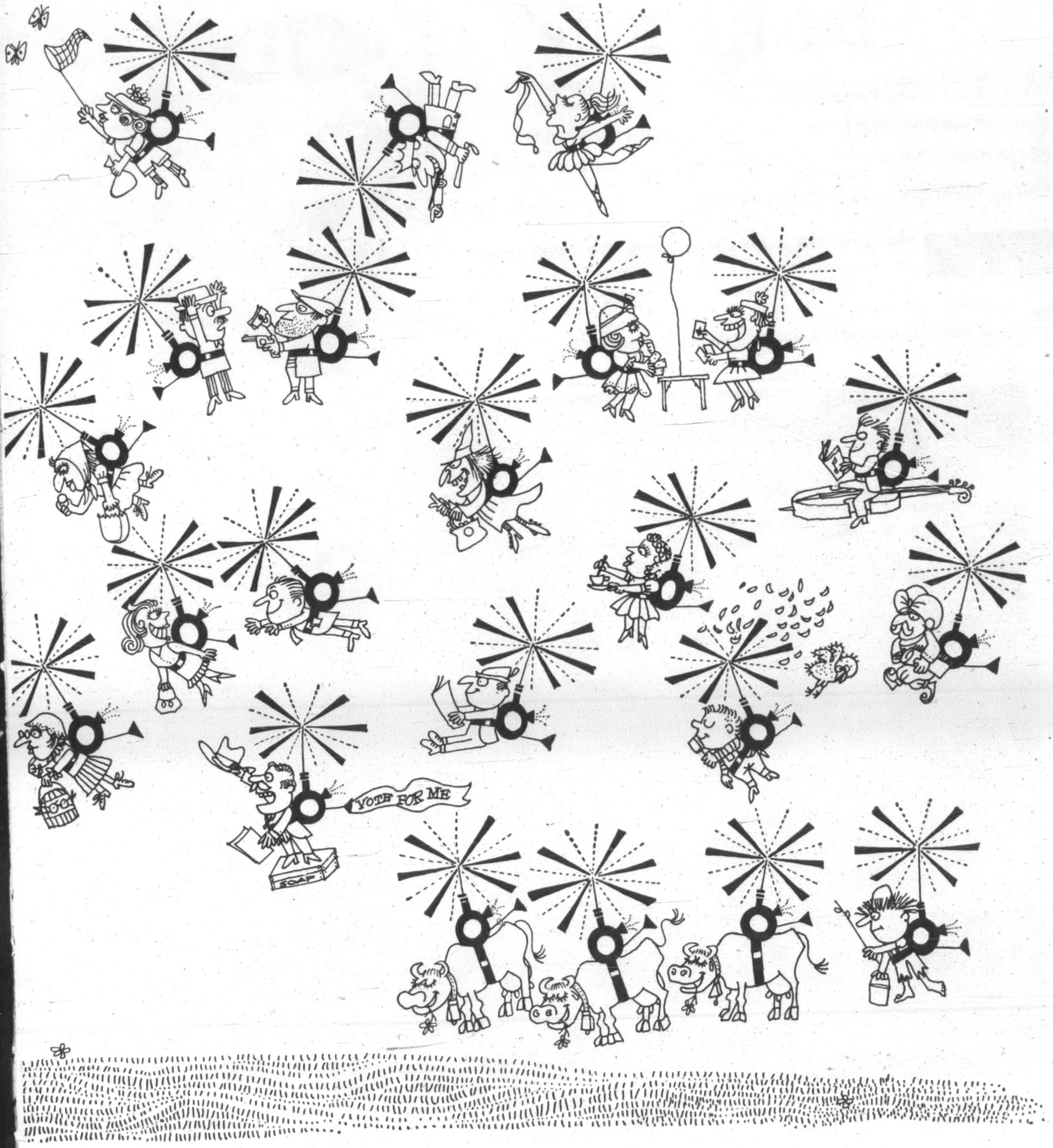
Media's Law:

To a seller of one man helicopters, the pulling power of an advertising medium is equal to the number of one-man helicopters sold.

To media men, pulling power is influenced by several inter-related factors.

These factors are expressed in a law or formula that looks like this:

[Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence]



The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HM **HUTCHINGS & MELVILLE, INC.** *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

FLINTKOTE FASHION FLOOR

TRAFFIC BUILDING—*W. L. Harper, general sales manager of Flintkote Co.'s flooring and adhesives division, helps Miss Traffic Builder of '60 (alias Pat Brody) demonstrate the women's umbrellas that the company will use as premiums this fall. Coupons for the umbrellas will be available only at participating dealers. Albert Frank-Guenther Law Inc., New York, is the agency.*

NEW FROM KODAK
VERIFAX SIGNET COPIER MODEL B
VERIFAX BANTAM COPIER MODEL B

Exciting new Kodak "double feature" now at your local Verifax dealer

Stop by today . . . or phone for free demonstration in your office. Both of these new Verifax Copiers boast exciting advances that let you make dry, easy-to-read copies of office items even faster and more easily than before. And the "decorator" colors are a welcome added touch. Price of the Bantam, Model B is $132.50; the Signet, Model B is $175.00.

See "Yellow Pages" (under duplicating or photocopying equipment) for name of local Verifax dealer. Or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y. for free booklet describing all Verifax Copier models.

Prices quoted are manufacturer's suggested prices and subject to change without notice.

Verifax Copying DOES MORE... COSTS LESS... MISSES NOTHING

Kodak TRADEMARK

Housewife Is Loyal, Price Conscious and Wary, Panel Finds

CHICAGO, Sept. 27—Today's housewife has food store loyalty, is price conscious and is wary of premium offers. These and other facts were revealed here last week when 12 Chicago area housewives participated in a panel discussion on current merchandising and sales promotion practices of food retailers and manufacturers at the fall meeting of the Chicago Merchandising Executives Club.

Although the American homemaker is constantly on the lookout for price bargains, quality is of major importance, and she is willing to pay a higher price for better quality, the panel stressed.

Store loyalty was evident when the majority of the panel members said they shop at one store and pay little attention to newspaper advertising for food specials. Some attention, however, is given to meat and produce ads, they added.

▪ In discussing redemption coupons, the panel strongly favored coupons received in the mail, in contrast to newspaper coupons which must be clipped out. Convenience and time saving were given as reasons for this preference.

When asked which had greater appeal, retail coupons offering bonus quantities of trading stamps or a reduction in price, the housewives preferred the price reduction.

Panelists took a dim view of premium offers that required proof of purchase, again giving inconvenience as the main objection. Others doubted the validity of the value of the premiums offered. In answer to the question of whether they would purchase a new product which was attached to an old product, they generally agreed they would if they normally used the older product. #

EWRR, Canada, Adds Four

Erwin Wasey, Ruthrauff & Ryan, Toronto, has been named to direct two food and two fashion accounts. Vaunclair Purveyors Ltd. distributor of Polar King frozen foods; the Steak's n Burger division of Winco Ltd., Juliette Ltd. and Showtime Fashions Ltd. are the new accounts.

WESH-TV
PRLFERRED IN
ORLANDO-DAYTONA MARKET

Alice in Numberland

CHAPTER III

Jabberwocky

'Twas brillig, and the slithy toves
Did gyre and gimble in the wabe;
All mimsy were the borogoves,
And the mome raths outgrabe.

Understand? We don't either . . . any more than we do the extravagant claims so prevalent today from many business, general news and industrial magazines—vertical and horizontal.

What we do understand, however, is that in today's competitive business climate, your advertising dollars must work harder than ever before. Consequently, it becomes increasingly important that your sales story be judiciously placed in publications that: (1) reach your market with a maximum of effective circulation and (2) possess an exciting editorial quality that assures depth of readership – thereby providing your advertisements increased exposure before your *best* customers and *volume* prospects. If you sell to the metalworking market, see how PRODUCTION fits your requirements.

Over 99% of PRODUCTION's 31,000-plus readers are concentrated in metal*working* plants that account for over 85% of the millions of dollars spent each month for metalworking equipment, materials and supplies. *PRODUCTION proves that waste circulation is not a necessary evil in reaching this volume-buying market.*

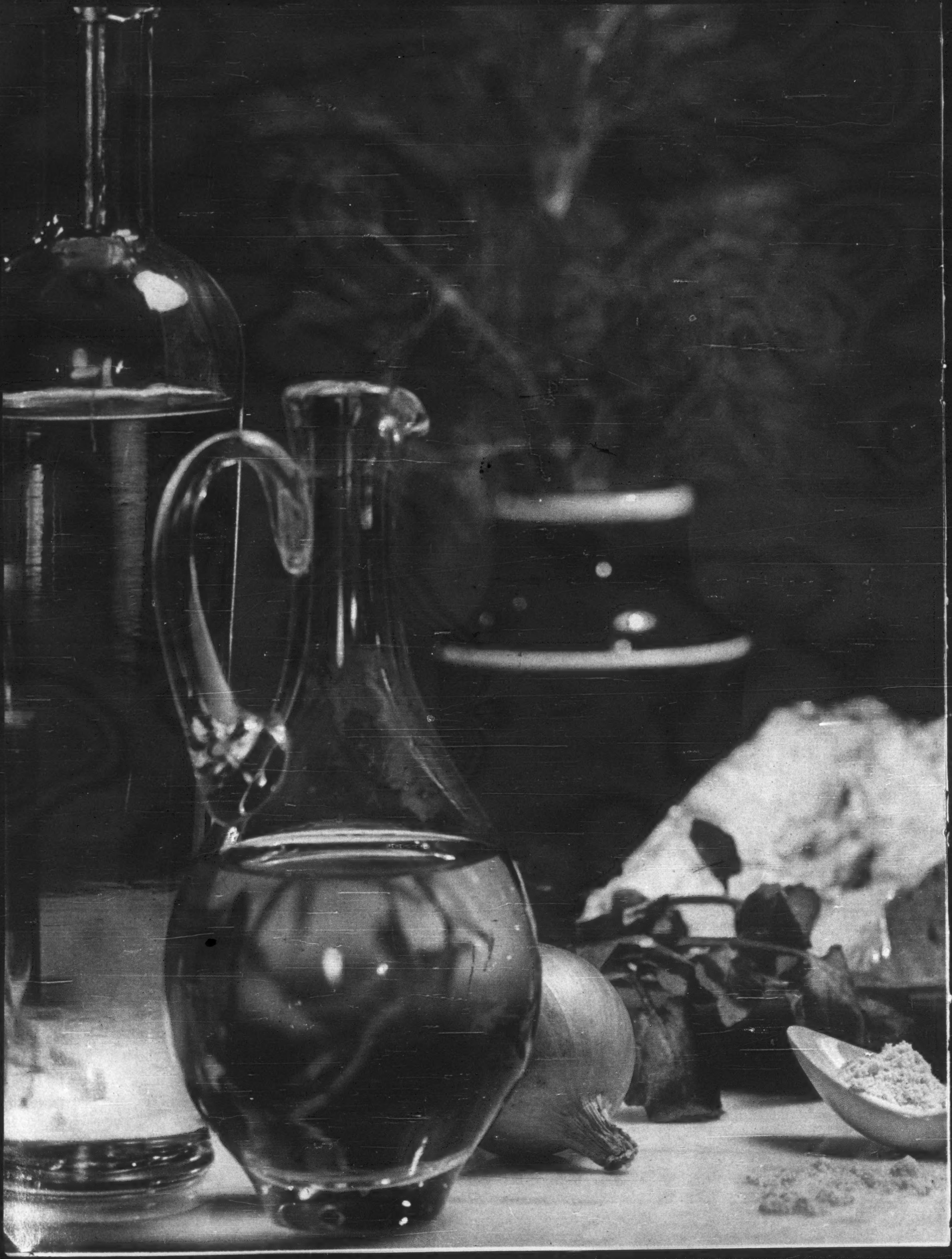
PRODUCTION's reader-oriented publishing practices result in an editorial quality that encourages thorough readership of each issue. *Your advertisement, in this atmosphere of editorial excellence, finds a ready-made audience of top buying influences* . . . readers who are continually searching for methods and products to improve manufacturing efficiency.

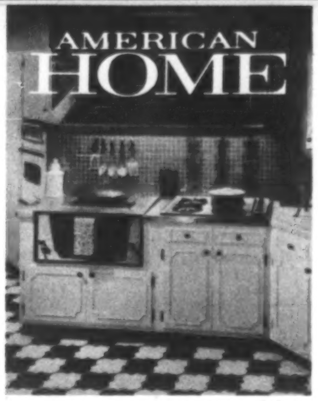
No Jabberwocky here! With PRODUCTION, there is no wonderland of superlatives, no frantic circulation numberland *(and, incidentally, no 1961 rate increases)* . . . just sound, progressive publishing practices directed to America's largest industrial market. Call your PRODUCTION representative or write direct.

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan





American Home devotes more pages to the kitchen than any other magazine

And what pages they are! Colorful...Informative...rich in ideas. This spread from a recent issue is typical of the graphic excitement 12,000,000 idea-seeking readers find from cover to cover, issue after issue. Spectacular good looks are just part of the picture. The new American Home runs more, more, more pages about food, appliances, kitchen-planning and equipment than any other magazine. No wonder it's one of the most successful magazines on newsstands today!

A CURTIS MAGAZINE READ BY 12,000,000 MEN AND WOMEN

SCORE **TWICE** WITH ONE PITCH!

sells
DISTRIBUTORS
AND
RETAILERS
sells
SIOUXLAND
CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — **JANN & KELLEY** INC.

Ogden Joins Vendo as VP, General Sales Manager

Joseph B. Ogden will join Vendo Co., Kansas City, as vp and general sales manager, effective Oct. 1. Mr. Ogden is presently vp of marketing of Chrysler Airtemp, Dayton, O., a division of Chrysler Corp.

At the same time, Vendo has promoted T. A. Buckley, vp, marketing, to senior vp; Spencer L. Childers, vp, operations, to senior vp, and John S. Brookes, director of advertising and promotion, to vp.

Motion Pictures Buys Coffman Building, Physical Facilities

Motion Pictures Inc., Dallas, has purchased the building and physical facilities of Coffman Film Co., Dallas, and has consolidated all departments under one roof at 4519 Maple Ave. The acquisition of these facilities now enables Motion Pictures to provide complete 35mm and 16mm film services, including sound, editing and animation.

Chrysler Buys News Show on FM Network

NEW YORK, Sept. 28—In what is believed to be one of the largest contracts ever placed on fm radio, Chrysler Corp. has ordered a Monday-through-Friday five-minute news series, "The Imperial Press Club," on 27 fm stations for 52 weeks, beginning Oct. 3.

Sale of the program was negotiated with Chrysler by the QXR Network, whose affiliated stations will carry the show, along with about 10 other fm outlets. An analysis of important news happenings on the national and international front, the show will feature leading newspaper and magazine writers and will originate from the Overseas Press Club.

Broadcast Editorial Reports, a company which provides an editorial service to subscribing stations and is located next-door to the Overseas Press Club, will provide a three-man editorial board to select the reporter-commentator best qualified to discuss each topic.

■ Only one topic will be discussed on each show. The first of the series will be presented by H. V. Kaltenborn, news commentator.

The taped series will be fed to the QXR network affiliates at 8 p.m., EDT. The ten other fm outlets will carry it at various local times between 7:30 and 10 p.m. WQXR, key station of the network, will not carry the show because the *New York Times*, which owns the station, does not permit news analysis shows to be broadcast on its facilities. WRFM will carry it in New York.

Chrysler and Imperial division placed the order. Young & Rubicam is the agency. #

National Tea Buys Mabley

National Tea Co., Chicago, is sponsoring the new "Jack Mabley's Reports" radio show on WBBM, Chicago. The show is aired five nights a week from 8-8:30 p.m. and features *Daily News* columnist Jack Mabley. The sale was made through Lilienfeld & Co., Chicago.

Lightman-Hodgson in Pact

H. Allen Lightman Inc., New York, has entered into a reciprocal service affiliation with Bernard Hodgson Advertising, London.

IN CHATTANOOGA, TENNESSEE

YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's
WRGP-TV
More to see on channel 3 with NBC

CHANNEL 3

IN CHATTANOOGA:
Harry D. Burke—OX. 8-1505
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally:
Avery-Knodel, Inc.

*FIRST CHOICE of more people, more times than any other Chattanooga TV station. That's why you'll tell more and sell more on WRGP-TV in Chattanooga, dominating 60 counties in Tennessee, Georgia and Alabama where over a million people spend 800 million dollars annually.

*March, 1960, A.R.B.: April, 1960, N.S.I.

Member The FRIENDLY Group John J. Laux, Exec. Vice-President

WSTV-TV
CHANNEL 9
The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.
John J. Laux, Managing Dir.—AT. 2-6265
Represented by Avery-Knodel, Inc.
STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12
28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.
D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3
More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.
Harry Burke, General Manager — OX 8-1505
Represented by H-R
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12
Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS, NBC and ABC Networks.
Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.
Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

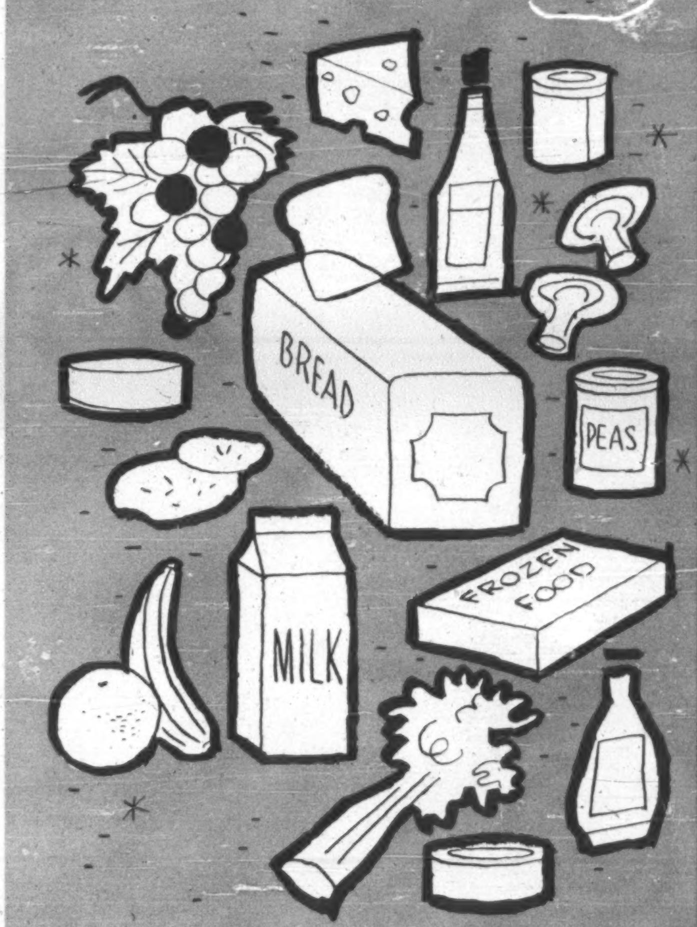
Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

The Houston Chronicle SELLS MORE FOOD



The Chronicle Publishes More General Grocery Advertising Than Both Other Houston Newspapers Combined

General Grocery (Food) Linage . . . First Seven Months, 1960

CHRONICLE . . . 417,614 Lines
Post . . . . 289,032 Lines
Press . . . . 48,461 Lines

In Retail Grocery Advertising, too,
The Chronicle leads both other Houston
newspapers! The reason . . . RESULTS!

In Houston, The Chronicle

Reaches More People
Carries More Advertising
Sells More Merchandise

Source: Media Records

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy in a MUST Market!
The Branham Company — National Representatives

Running a company for nine months against seven hot competitors is no game ...even when it is a game

Remember "Monopoly"? Here it is—with a Remington Rand Univac thrown in.

McGraw-Hill's INDUSTRIAL DISTRIBUTION asked 48 distributor executives to make believe for a day. They were split into seven teams, each with the same business assets. The idea: maneuver sales, pricing, purchasing, inventory and so on to get the best position. The game simulated nine months' business.

The "Univac" was referee, spewing out yards of new operating statements after every decision. Says Editor Don McGill, who handled the story: "One thing was sure clear. The decision you make today affects the decision you'll make tomorrow."

Official name of the game was Marketing Management Simulation. Results? First, it isn't enough for management just to be strong in one or two areas any more—like sales or production. Second, the more action in a market, the more help you'll get from market research. Third, one-man companies are old hat; today the trick is to delegate the right authority to the right men.

Why was INDUSTRIAL DISTRIBUTION playing games? To learn more about the making of decisions in business. "After all," says McGill, "business is our business."

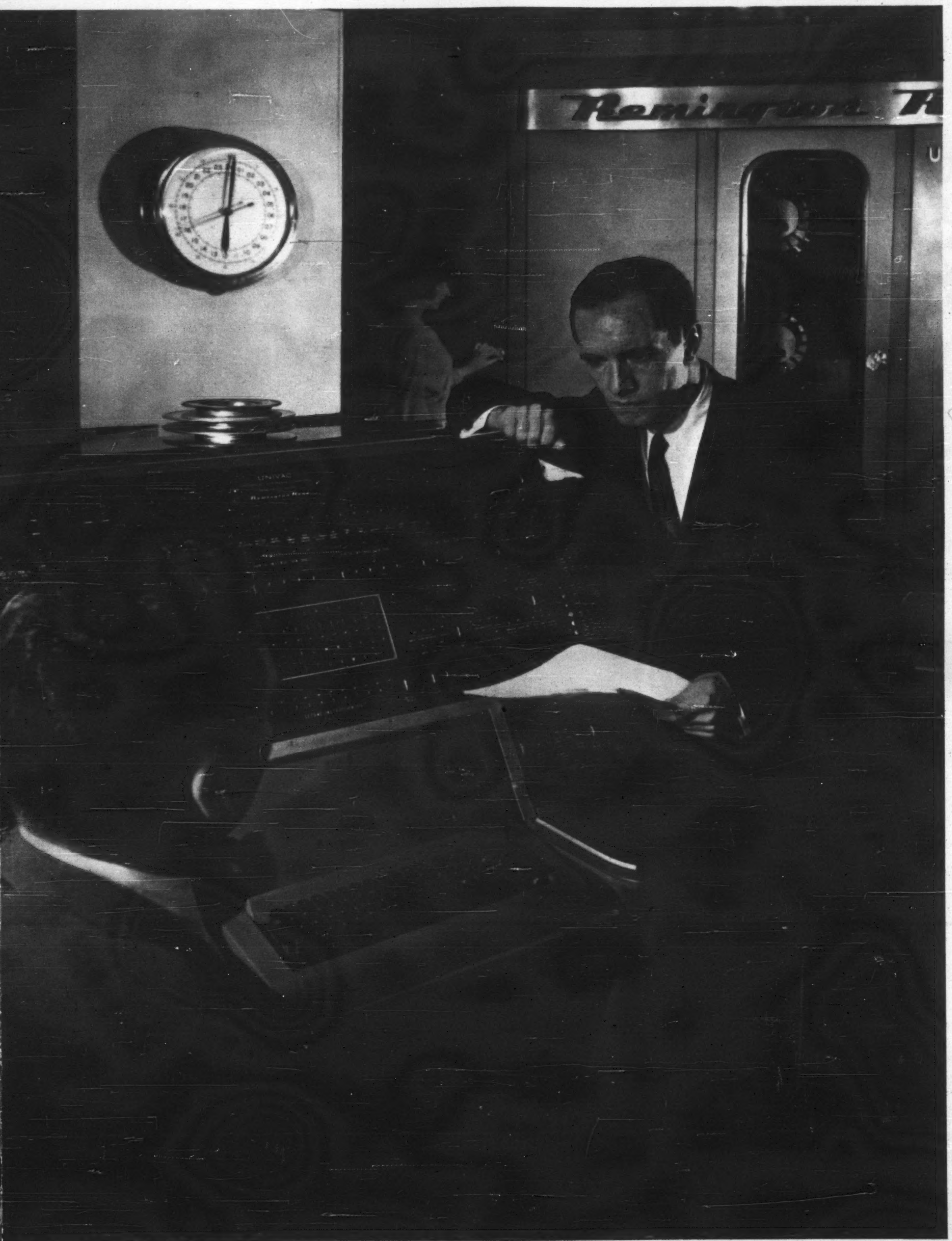
This thinking is one reason why McGraw-Hill operates the world's largest business news network—why its editors know their fields—and why over 1,000,000 key businessmen pay to read McGraw-Hill publications.

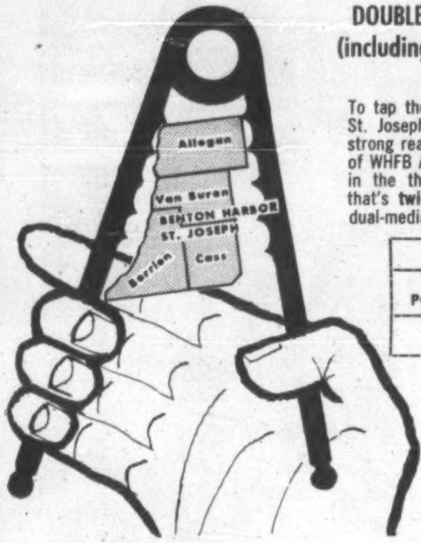
If, as an advertiser, you've wondered which publications your market really reads, this may be a clue.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

The story was Don McGill's for INDUSTRIAL DISTRIBUTION: 48 distributors on a busman's holiday spent hours competing with each other just as in real business—with a Univac to "keep score." What did ID readers learn from this experiment? Says McGill: "We feel a capsule business experience like this gave readers not only a look at how others make decisions—but even a few pointers that may be helpful in their own operation. It was no game for kids." The winners? INDUSTRIAL DISTRIBUTION's subscribers—and advertisers.


Remington R
U
UNIVAC



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

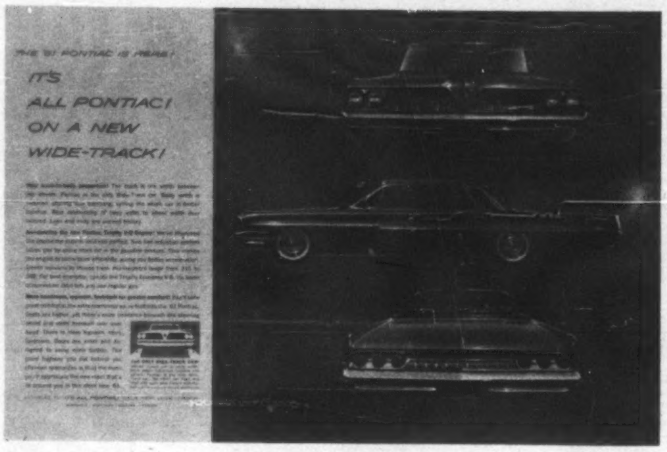
To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc.
and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.



STANCE STRESS—*This four-color Pontiac ad, scheduled for the Oct. 8 New Yorker and Oct. 10 issues of Newsweek, Sports Illustrated, Time and U.S. News & World Report, tells of the '61's reproportioned wide-track body. MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.*

Pontiac's '61 Promotion Gets Off Pad Oct. 3

PONTIAC, Sept. 27—Pontiac will divide its 1961 car advertising into two segments: ads for its regular-size models, starting the first week in October, and for its compact, Tempest, a month later.

A heavy schedule of magazine advertising will be carried through December, starting with a gatefold spread in *Life* and *The Saturday Evening Post*, plus spreads in *Look, Newsweek, Sports Illustrated, Time* and *U. S. News & World Reports. Reader's Digest* and *Holiday* will be used monthly, along with magazines aimed at automobile enthusiasts. *The New Yorker* will be used every third week.

■ Newspaper announcements will break in evening editions of Oct. 5 and morning papers of Oct. 6. Radio will start Oct. 1 in 186 markets, with 10 15-second spots per day on each of 284 stations. Outdoor postings will be used on 12,500 boards, coast-to-coast.

Television spots will start Oct. 5 on 165 stations in 64 markets. Pontiac also will have a participation show, "Surfside Six," getting under way on ABC-TV Oct. 3. A special Victor Borge show 9:30-10:30 p.m., ABC-TV, will be aired Oct. 6. In November, Pontiac will sponsor the John Wayne special, "Alamo," on the same network. #

KCBY-TV Debut Set Oct. 1

KCBY-TV, Coos Bay, Ore., has set Oct. 1 for its first broadcast day. The station is owned by Oregon Triangle Television, which also operates KVAL-TV, Eugene, and KPIC-TV, Roseburg. All are NBC outlets.

Goodis, Goldberg Adds One

Accurate Distributing Co., Toronto, contest judging and distribution company, has named Goodis, Goldberg, Dair, Toronto, as its agency.

Brings out the best...

Black and white has a beauty of its own—colorful contrasts of tone, shades and shadows, a dignity and distinction which requires the finest in graphic reproduction.

Widely known as the leading four-color gravure servicer, Intaglio likewise leads in monotone gravure quality—brings out the best! Offers superior facilities for preparation and proofing of monotone positives and rotoprints for publications, advertisers, and packagers.

Intaglio craftsmen have the skills developed only with time. Of the staff of nearly 600, 35% have been with us ten years or longer—deliver superlative quality in either color or monotone!

FOR the finest in gravure, rely on Intaglio. Pioneers in perfecting gravure reproduction methods, with over two decades of experience . . . five entirely new plants in the past five years in New York, Chicago, Detroit, Cincinnati and Boston . . . and eight offices conveniently located for service, Intaglio merits your preference and patronage!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

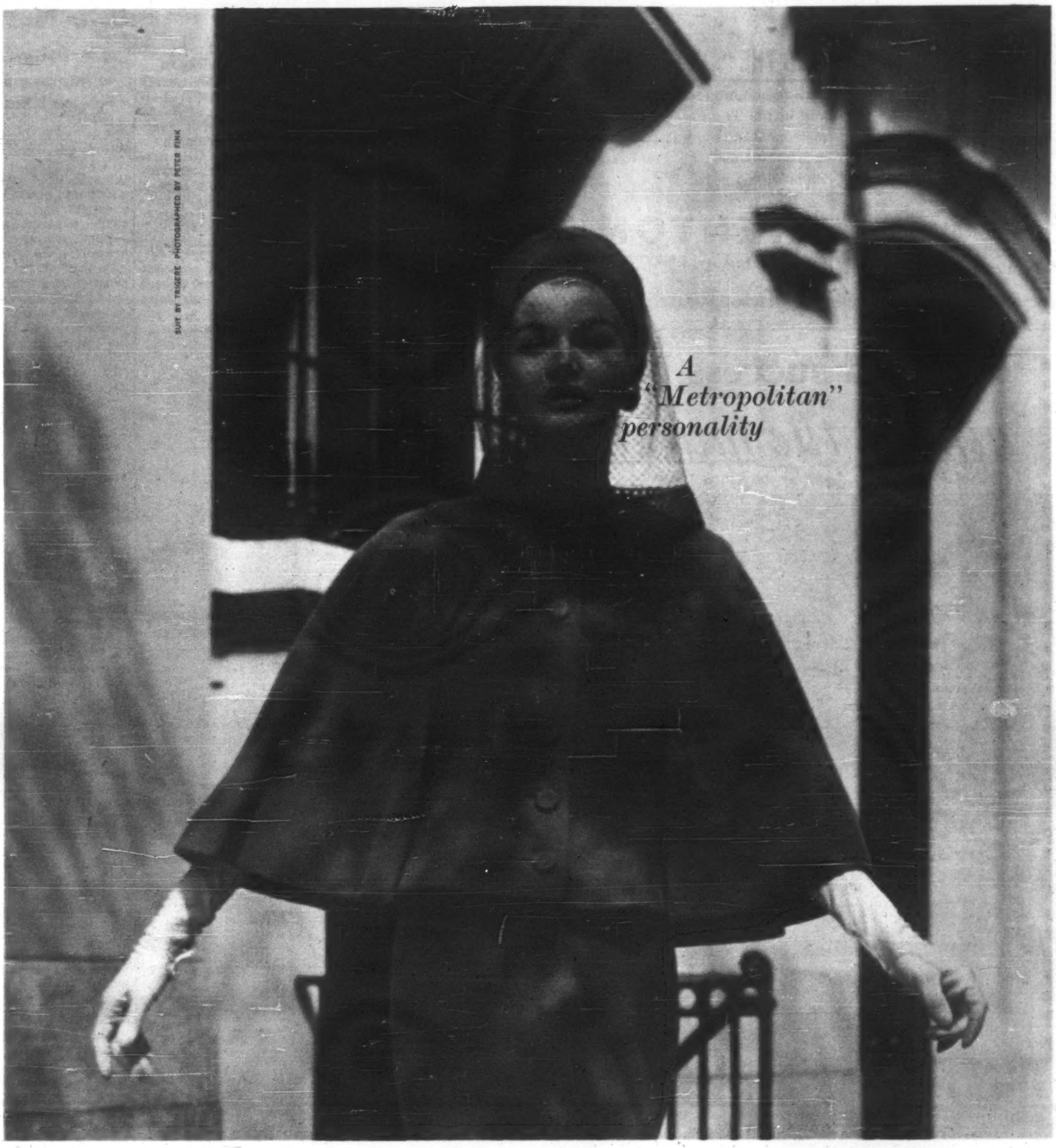
305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—
1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—
1932 Hyperion Ave., Los Angeles—369 Pine St., San Francisco—Box 508, Boston

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.



SUIT BY TRIGERE PHOTOGRAPHED BY PETER FINK

Out-of-doors or indoors, the perfect partner for those who prefer the extraordinary . . . a "Metropolitan" personality like each member of our media family . . . Television, Radio and Outdoor-Advertising.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG, Washington, D.C.; WTVH, Peoria/Ill.; KOVR, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: **Foster and Kleiser—operating in Arizona, California, Oregon and Washington.**

1st in Delaware Valley
filling station sales
per family

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household "filling 'er up" than any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

This premium-grade audience is yours when you advertise in the Trenton Times. The Times covers 73% of metropolitan area households, 96% of city zone. That's nearly 10 times the Trenton coverage of the stronger Philadelphia paper.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

'American Weekly' Names Sheehan Eastern Ad Head

The American Weekly, New York, has appointed Joseph R. Sheehan eastern advertising manager, succeeding John Reiss, who retired last year. Mr. Sheehan has been New England manager for the past 2½ years.

Cole, Weber Names Erickson

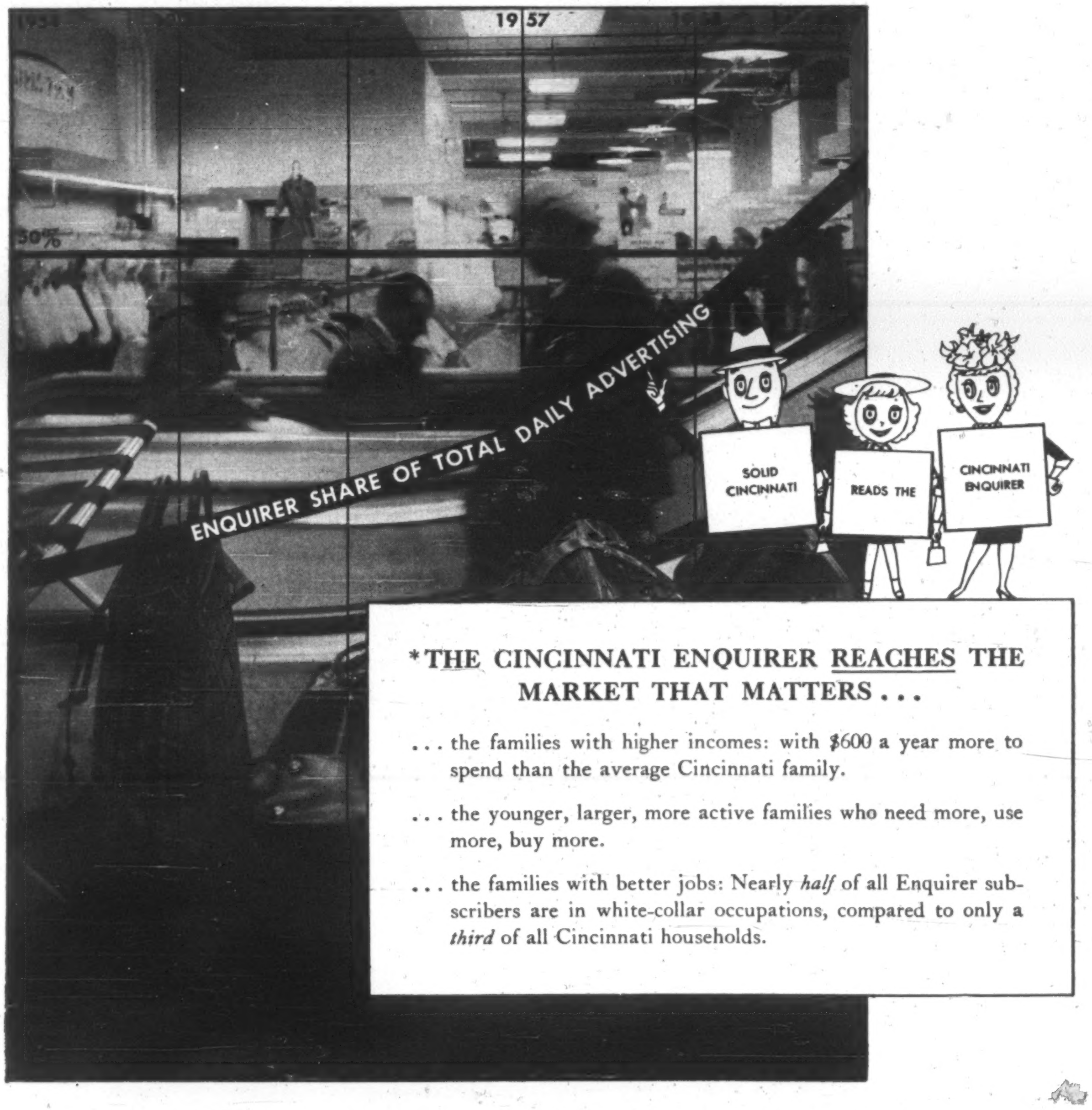
Edna Erickson has been named director of media and market analysis in the newly enlarged media department of Cole & Weber, Seattle. Succeeding her as media director is Colleen Mattice. Other new appointments include Betty Rowley and Marilee White, media buyers, and Betty Anderson, assistant buyer.

Ogilvy Elects Wavpotich VP

August A. Wavpotich, associate director of art at Ogilvy, Benson & Mather, New York, has been elected a vp.

For solid success in Solid Cincinnati...

*aim at the market-that-matters!**



*THE CINCINNATI ENQUIRER REACHES THE MARKET THAT MATTERS . . .

. . . the families with higher incomes: with $600 a year more to spend than the average Cincinnati family.

. . . the younger, larger, more active families who need more, use more, buy more.

. . . the families with better jobs: Nearly *half* of all Enquirer subscribers are in white-collar occupations, compared to only a *third* of all Cincinnati households.

More and more *grocery* advertisers are discovering how effectively The Enquirer reaches this solid *market-that-matters*. In only five years, The Enquirer's share of retail grocery linage has jumped from 23% to 43%! Grocery advertisers like these *other* Enquirer extras, too; 1) the big, feature-packed, recipe-full Thursday Morning Food Section; 2) the extra "working day" Thursday *morning* delivery gives their advertising; 3) the advance 6-month schedule of editorial ROP full-color Food Sections, that lets them *plan* their advertising for the most appropriate editorial climate. Write The Enquirer's National Advertising Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

More Imports Seen Entering U.S. Market

U. S. Designers Sought to Improve Salability of Foreign Lines: Nishikado

SAN FRANCISCO, Sept. 27—Within the next 10 years there will be a "decided increase" in the amount of foreign consumer goods sold in the U. S., with the products and packaging designed to meet American tastes.

This was the opinion expressed here this week by a group of 37 visiting business and industry executives returning to their native lands after a six-week course in marketing research and management in the international marketing institute held at Harvard University's school of business administration.

The visit by executives from Japan, Italy, Egypt, Korea, India, Vietnam, Malaya, Turkey, Pakistan, Ceylon, Israel and Portugal was sponsored by the State Department.

"Manufacturers from other nations," explained Tamaku Nishikado, of Kotobuykiya, an Osaka liquor and soft drink producer, "will more and more seek out U.S. designers, because of the need for American know-how in creating consumer oriented packaging and product design.

"Goods exported to the U. S.," Mr. Nishikado continued, "must look imported, but not too foreign. At home, on the other hand, our own products gain considerable prestige by looking somewhat American."

■ Exemplifying the "aggressive merchandising" plans of foreign manufacturers were the comments of Awoh Izo, overseas marketing director of Shiseido Cosmetics, Toyko, which has recently started marketing in Hawaii.

"The built-in exoticism of Asian cosmetics," Mr. Izo said, "should offer tremendous appeal to sophisticated American women, and in our merchandising we utilize American-developed high-impact visual techniques." #

National to Launch PM DeLuxe Whisky Drive

National Distillers, New York, will kick off a two-media drive in California on Oct. 1 for PM DeLuxe whisky, which has been reduced in price for the state.

Daily newspapers in Los Angeles, San Francisco, Oakland, Long Beach, San Diego and San Bernardino will carry the ads, which will run through November. Trade publications will also feature the whisky, reduced to $3.99 a fifth for the blended brand and to $4.29 for the straight bourbon.

Waste King Drive Opens

A print drive for Waste King Universal gas appliances has been scheduled by Waste King Corp., Los Angeles. Magazines on the schedule are *House & Garden*, *Living for Young Homemakers* and *The Saturday Evening Post*. Hixson & Jorgensen, Los Angeles, is the agency.

Lawson Names Wyse

Lawson Milk Co., Cuyahoga Falls, O., has named Wyse Advertising, Cleveland, as its agency for radio and tv.

60 Agency Execs Sign for Seminar on Management

CHICAGO, Sept. 28—Almost 60 advertising agency management and accounting executives have already signed up for the second annual Advertising Agency Management Workshop.

The Workshop, which is sponsored by ADVERTISING AGE, will be held at the Palmer House, Chicago, Thursday and Friday, Oct. 27-28.

Included among participants already signed up are five Canadian advertising executives, and others from as far east as Boston and Miami and Orlando, Fla., and as far west as Amarillo, Tex.

The Advertising Agency Management Workshop was inaugurated last year to help meet the need for greater knowledge of agency financial management, and to provide a forum in which top management representatives of agencies can exchange ideas and experiences.

As was the case last year, the Workshop will be conducted under the personal supervision of Ira Rubel, well known authority on agency financial management and accounting.

▪ In a series of informal Workshop sessions, the group will consider agency services and charges; machine accounting and procedures; agency cost accounting; agency stock problems, and will work out specific problems in the area of "The Unprofitable Account" and "Preparing for Ownership Transference."

In addition to Ira Rubel, senior partner of Ira Rubel & Co., and the staff of Ira Rubel Inc., the Workshop faculty will consist of Wesley Aves, president, Aves, Shaw & Ring, Grand Rapids, Mich.; Herbert S. Gardner Jr., secretary-treasurer, Gardner Advertising Co., St. Louis; John B. Morris, vp and chairman of the finance committee, Norman, Craig & Kummel, New York; Raymond Sachs, controller, Campbell-Mithun, Minneapolis, and Fred Winter, assistant treasurer, Tatham-Laird, Chicago.

▪ The cost of the Workshop, including lunch and dinner on Thursday and lunch on Friday, is $150. Hotel room is not included.

Attendance will be limited, and applications accepted in the order in which they are received. For further details, address Agency Management Workshop, 200 E. Illinois St., Chicago 11, Ill. #

ARF 'Journal' Out

The Advertising Research Foundation, New York, has published the first issue of its *Journal of Advertising Research*. Members will get the magazine free; non-members may obtain single copies for $10. Articles in the first issue include "How Incentives and Sub-samples Affect the Precision of Mail Surveys," by Lester R. Frankel; and "Personality Characteristics of Purchasers," by Arthur Koponen.

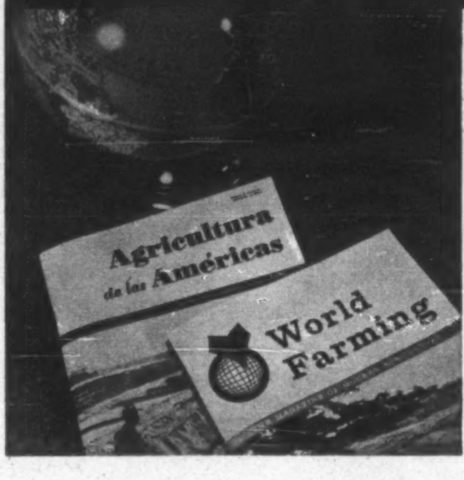
Lippincott to 'Women's Wear'

Miriam Lippincott will resign as fashion director of Carson Pirie Scott, Chicago, Oct. 1 to become director of fashion merchandising services, a new post, in the advertising department of *Women's Wear Daily*, New York.

RAB Releases Findings of Member Survey at Conference

The Radio Advertising Bureau released the particulars on a membership survey covering the bureau's 1,200 member stations of the rate card problem at its third regional management conference in Pocono Manor, Pa. The radio sales executives were told nearly half (48.7%) of the stations considered simplification of rate cards an important need. The survey also found that over the past year many stations have moved to streamline their rate cards. Some 58% of the large market stations said their rate cards have been simplified in the last year. In small markets, where RAB said rate structure frequently is less complex, only 16% reported any move toward simplification.

The remaining regional conferences will be held in Williamsburg, Va., Hollywood-By-The-Sea, Fla., Austin, Tex., Palo Alto, Cal., and Omaha.



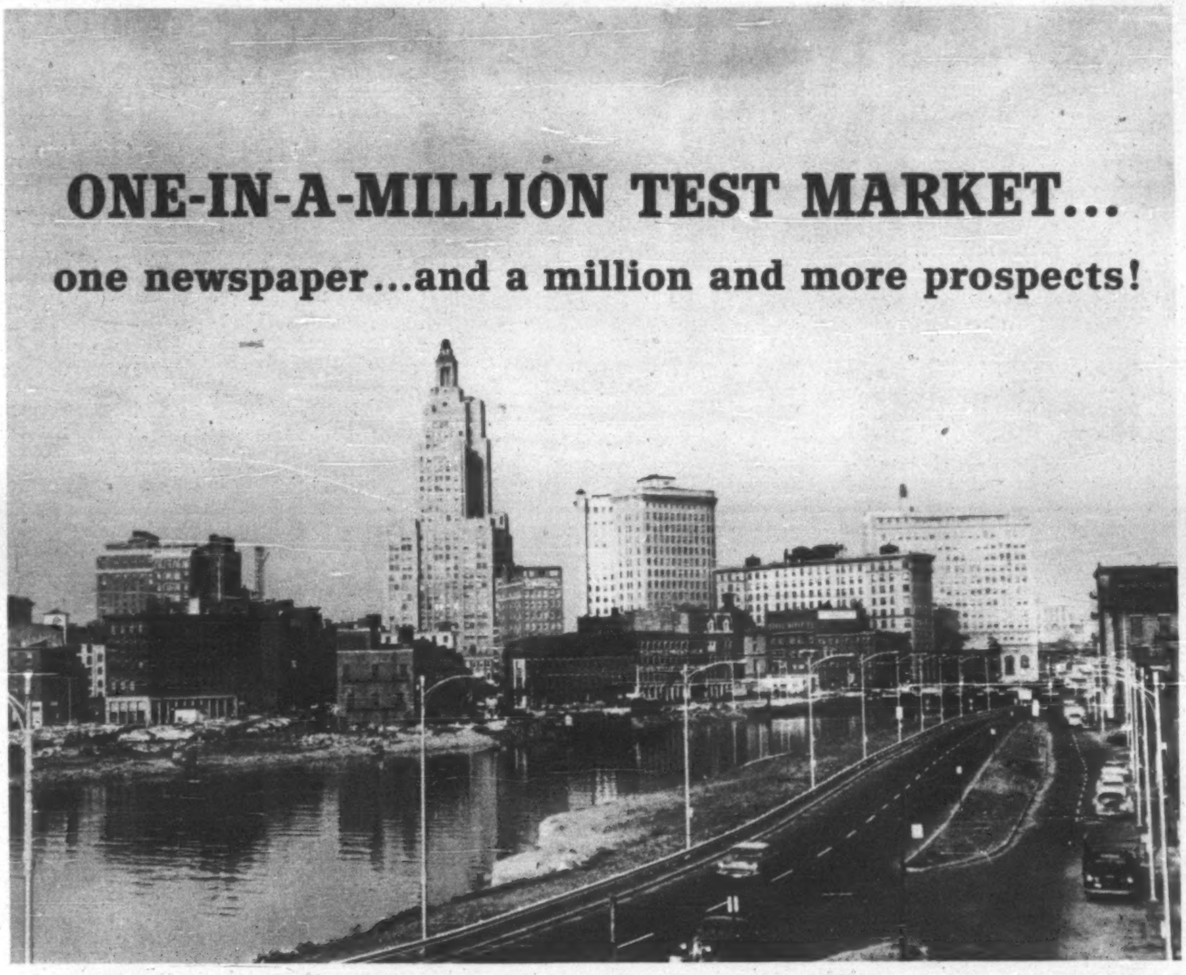
WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING

1014 WYANDOTTE ST., KANSAS CITY 5, MO.



ONE-IN-A-MILLION TEST MARKET...

one newspaper...and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity — Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations — You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	203,844	.62
Sunday Journal	191,274	.60
Sunday and Morning	250,527	.70
Sunday and Evening	335,865	.98
Sunday, Morning, Evening	395,118	$1.04

(ABC circulation, March 31, 1960)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Boston office: 479 Statler Office Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

He Wants 'Creative' Restored to Its 'Proper Place'

To the Editor: Please stop using the word "creative." Although I understand the need in all men to somehow dignify the work that they do—especially when they make a great deal of money out of it—surely you could find a less offensive word to describe a man who contributes to the making of an ad. Something. Anything. But not "creative."

For, if you don't stop, every person in the U.S. with a knack for cleverness of expression will begin classifying himself as "creative." Newspaper reporters, greeting card versifiers, those people who write funny things on ashtrays—these and many more would, by your definition, be considered "creative." Now, I know you're covered by Webster's definition, but certainly *you* must know that you are *not* covered in the test of common usage. "Creative" is a word traditionally reserved for artists, and I find it a bit frightening to see it usurped by people who work in the advertising business. It is also rather pathetic, but that is the theme of a book I am working on and not the reason for this letter.

Surely there are men of good will in the advertising business—men of good conscience who would not object to restoring the word "creative" to its proper place in our language. I do hope you print this letter, for it would at least give them a chance to be heard.

Seymour Glass,
Editorial Department, *Contractors and Engineers*, New York.

It might be interesting to turn to "What They're Saying," on the editorial page, for Mortimer Adler's comment on creativity.

• • •

Aussies Like Groesbeck

To the Editor: Perhaps you might like to know how much Kenneth Groesbeck's feature, "Agencies Ask Us," is appreciated in this Australian agency.

I can truthfully say that when each issue of AA arrives on my desk, his is the first page to which I turn. It was so for years, also, in the old *Advertising Agency* magazine. This is because his comments and advice touch so frequently on the management or client-relations problems of the smaller agencies. The big boys seem well able to take care of themselves, but his helpful contributions on the day-by-day factors in the smaller shops are of great value.

We are a small agency, with an affiliation with a Cleveland agency, and handling a number of American products on this market—mainly industrial accounts. Mr. Groesbeck's book, "Advertising Agency Success," is also required reading for our staff, for whom we keep a copy on our library shelves.

Best wishes from "Down Under."

Norman Bent,
Norman Bent Advertising,
P.O. Box 54, North Sydney,
Australia.

• • •

Yamanaka Theory Report Brought Flood of Orders

To the Editor: I deeply appreciated your kindness in carrying an article on Yamanaka Theory which was excellently summarized in the Aug. 1 issue of your esteemed magazine ADVERTISING AGE.

The fact that since its publication I have had a rush of orders for the copy of this theory from many world-famous concerns in U.S., Canada and West Europe such as Standard Vacuum Oil, Goodyear Tire, GE, Zenith, etc. will certainly prove the powerful influence of your magazine.

I have also received a suggestion that the copies should be available for all members of AAAN as a Dentsu contribution.

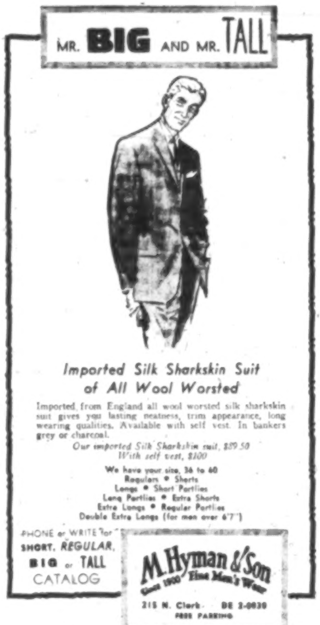
I express again my hearty thanks and send you the best wishes.

Jiro Yamanaka,
Manager, Ad Statistics Department, Dentsu Advertising Ltd.,
Tokyo, Japan.

• • •

What Is 'All Wool Silk'?

To the Editor: Lots of ads are written so we ordinary guys can understand them. But this one sure has me stumped. Would someone please tell me what an "all wool worsted silk sharkskin" suit is made of? Or is someone trying to pull the wool over our eyes?



MR. BIG AND MR. TALL

Imported Silk Sharkskin Suit of All Wool Worsted

Imported from England all wool worsted silk sharkskin suit gives you lasting neatness, trim appearance, long wearing qualities. Available with self vest. In bankers grey or charcoal.

Our imported Silk Sharkskin suit, $89.50
With self vest, $100

We have your size, 36 to 60
Regulars • Shorts
Longs • Short Portlies
Long Portlies • Extra Shorts
Extra Longs • Regular Portlies
Double Extra Longs (for men over 6'7")

PHONE or WRITE for SHORT, REGULAR, BIG or TALL CATALOG

M. Hyman & Son
Since 1900 Fine Men's Wear
215 N. Clark DE 2-0030
FREE PARKING

Morris H. Banner,
Normal, Ill.

P.S. Attached ad is from the Sept. 19 issue of the "World's Greatest Newspaper."

• • •

'Don't Impress the Boss,' Riggio Lesson for Salesman

To the Editor: The story in your Sept. 12 issue telling of the death of Vincent Riggio, brings out one point in his sales velocity that was told to me by Leo Michaels, who was vp in charge of sales at American Tobacco when Riggio went to work for him.

It seems that Riggio was going to check on a good sales territory and made arrangements to meet the territorial salesman. When Mr. Riggio met the salesman he noticed the young fellow had on a new pair of shoes. For the entire day, Mr. Riggio kept that young fellow walking. At the end of the day, as you can imagine, the young salesman's feet were covered with blisters. As he left him to go to another territory, Vincent Riggio said, "That will teach you, impress the customer—never try to impress your boss."

Edwin P. Dawson,
Director, Sales Promotion & Advertising, The Seamless Rubber Co., New Haven, Conn.

• • •

Champagne Treatment Is Costlier, Reader Points Out

To the Editor: Recently I heard one of Continental Airlines' radio commercials and am now convinced that they are indulging in a form of deceptive advertising. The ad for their "Gold Carpet Service" depicted the stewardesses passing cocktails, then handing out the dinner menu, next the dinner itself—complete with champagne. The end of the ad said that one could enjoy all of this ". . . for as little as $91.35 plus tax."

The point I wish to make is that one *cannot* enjoy such luxuries for that price. As a ticket sales agent for one of the U.S. trunk airlines, I know that $91.35 refers to the jet *coach* fare from Chicago to the West Coast. In order to receive cocktails and a champagne dinner,

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service NewS

505 N. LaSalle St., Chicago 10, Ill.

You Reach 1,433,000 Negroes Thru ROUNSAVILLE RADIO!

Rounsaville Radio programs to a positively receptive audience of 1,433,000 Negro customers with an annual cash income of more than 824 million dollars—AFTER TAXES! They'll spend 80% of it for consumer goods—name brand, quality products. The Negro market is rich and getting richer. But the ONLY way to get your share of this vital growing buying-power is through the medium preferred by 95% of all Negroes—Negro Radio! And, in six important metropolitan markets Negro Radio is Rounsaville Radio! Any budget you make for these markets must include Rounsaville Radio or you completely miss this $824,000,000 consumer group! Get the facts about Rounsaville's six number-one rated stations! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsaville Radio is more than dominant with the Negro—it carries an impact not possible in any other media. Our staff's friendly, Negro voices carry your sales message to our Negro audience at home, at work, in the car . . . wherever they may be. Proof of our Know-How is their quick, loyal response to those products advertised on Rounsaville Radio. Let us tell them about your products. Rounsaville Radio is one of the oldest and the *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

If you sell general merchandise in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon General Merchandise Sales $259,471,000—1959

KVAL-TV Eugene
NBC Affiliate Channel 13

KPIC-TV Roseburg • Channel 4
Satellite

one must pay *as little as $131.40 plus tax.*

Naturally an airline always wants to point up its super-deluxe service, but they should not follow the commentary by quoting a fare for the less deluxe, or the "economy" service. It's not fair to the public—the potential passenger—to describe the first class service, without actually referring to it as such, and let the unsuspecting passenger think he will receive that type of service if he pays the quoted $91.35.

The person who wrote the copy for this ad was either grossly misinformed, or else he thought he could fool somebody.

Martha W. Hamilton,
River Forest, Ill.

• • •

'Look' Wasn't Exclusive in West Coast Promotion

To the Editor: The Sept. 12 issue of ADVERTISING AGE contains a promotion ad (Page 117) placed by *Look* magazine. Without fear of straining a deltoid—or the facts—*Look* pats itself rather vigorously on the back in telling about its role in a "new series of ads" run by Leslie Salt Co. The copy alleges that *Look's* West Coast magazine section, covering nine states, was selected by Leslie as the "exclusive medium" to introduce to housewives "the handiest, handsomest salt package that ever prettied up a kitchen." The ad also states that the campaign was "launched" in *Look* (March 29 issue).

I am sure the magazine's claims were made in good faith, but they have to be taken with a grain of that well-known condiment (Leslie's of course). The plain fact is that Leslie Salt Co. has been running the selfsame campaign in *Life's* western advertising edition, covering 13 states, since last spring. The first ad appeared in the issue dated March 21. Subsequent insertions were placed in *Life* issues dated April 25, May 16 and Aug. 15.

We are happy that Leslie's sales and share of market have increased, and we would be very proud to have the whole world associate us with Leslie in this picture.

Robin Morton,
Manager, *Life* Magazine, San Francisco.

• • •

Clarifies 'Time-Canada's' Aid to Travel Campaign

To the Editor: On Page 96 in the Sept. 12 issue of ADVERTISING AGE, you comment on the Pacific Area Travel Assn. magazine campaign. In that article you say, "*Esquire*, *Holiday*, *Sunset*, and *Time Canada* will give the program added support through special articles on the Pacific area . . ."

For purposes of clarification, the support *Time Canada* is contributing to this campaign is strictly in the area of merchandising promotion.

William S. Honneus,
Advertising Director, *Time International,* New York.

• • •

Post Office Is Grateful for AA Editorial Comment

To the Editor: We appreciated your kind editorial in the Aug. 29 issue of ADVERTISING AGE regarding delivery service on the West Coast.

It was a pleasure to read "The Post Office Comes Through." Please let us know if we can be of any further assistance.

B. B. Barnes,
Assistant Postmaster General, Bureau of Operations, Washington, D. C.

• • •

Says Business Editors Want News, Not Necklines

To the Editor: We're not at all convinced that the "cheesecake" photos shown in your Sept. 19 issue ("Photo Review" page) will appeal to business paper editors as much as Admiral Corp. thinks they will. If the men with whom we daily come into contact are any indication, they're a pretty serious and dedicated collection of professionals, and bosom exposure will not induce them to use publicity material.

Time and time again, they're reiterated that they want news, factual information about (hopefully) a *really* new product. Lowering the decolletage or raising the hemline will not make up for the lack of legitimate business information. If you'd like to approach girlie magazines, then some of the photos Admiral sent out are just right. But for most business editors, just show a close-up of the *product,* so the reader will know what IT can do. Get rid of the female altogether; she just clutters up the scenery.

Lucien R. Greif,
Greif-Associates Inc., New York.

P.S.: Greif is *not* 88 years old!

NIXON
KENNEDY
VOTE
VOTE

VOTE VOTE—*Crown Zellerbach is offering food outlets these get-out-the-vote bags which feature the two Presidential hopefuls and the slogan: "Know the issues; know the candidates; vote!"*

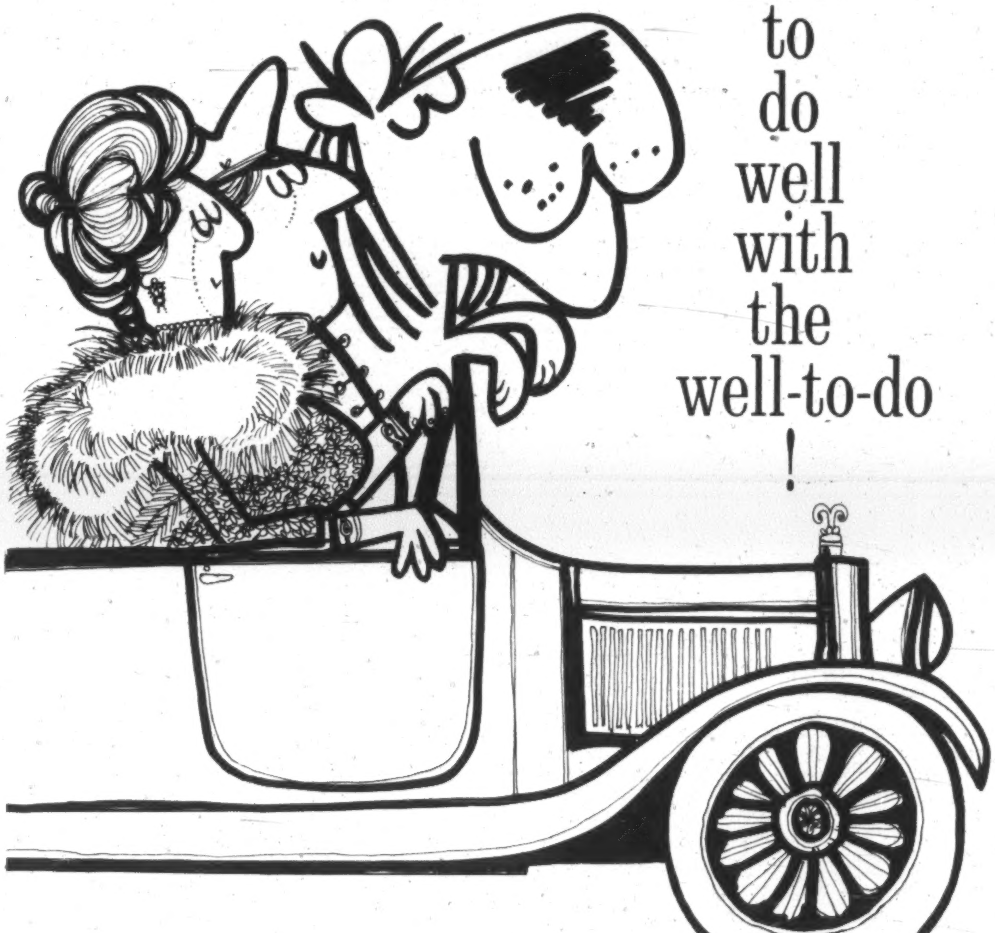
Ogilvy, Benson Names Three

John Thomas, a consultant for the past few years and before that with Batten, Barton, Durstine & Osborn and Benton & Bowles, has joined Ogilvy, Benson & Mather, New York, as a senior account executive. Robert Savage, formerly a brand manager with Procter & Gamble, and James Fisher, formerly an account executive with McCann-Erickson, have joined OBM as account executives.

PHOTO STAMPS—"TIP ONS"

Gummed miniature reproductions from your original photos or negatives. 13 sizes can be ordered in quantities 100 upwards. 5 to 7 days service. Write for samples and price list.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois



How to do well with the well-to-do!

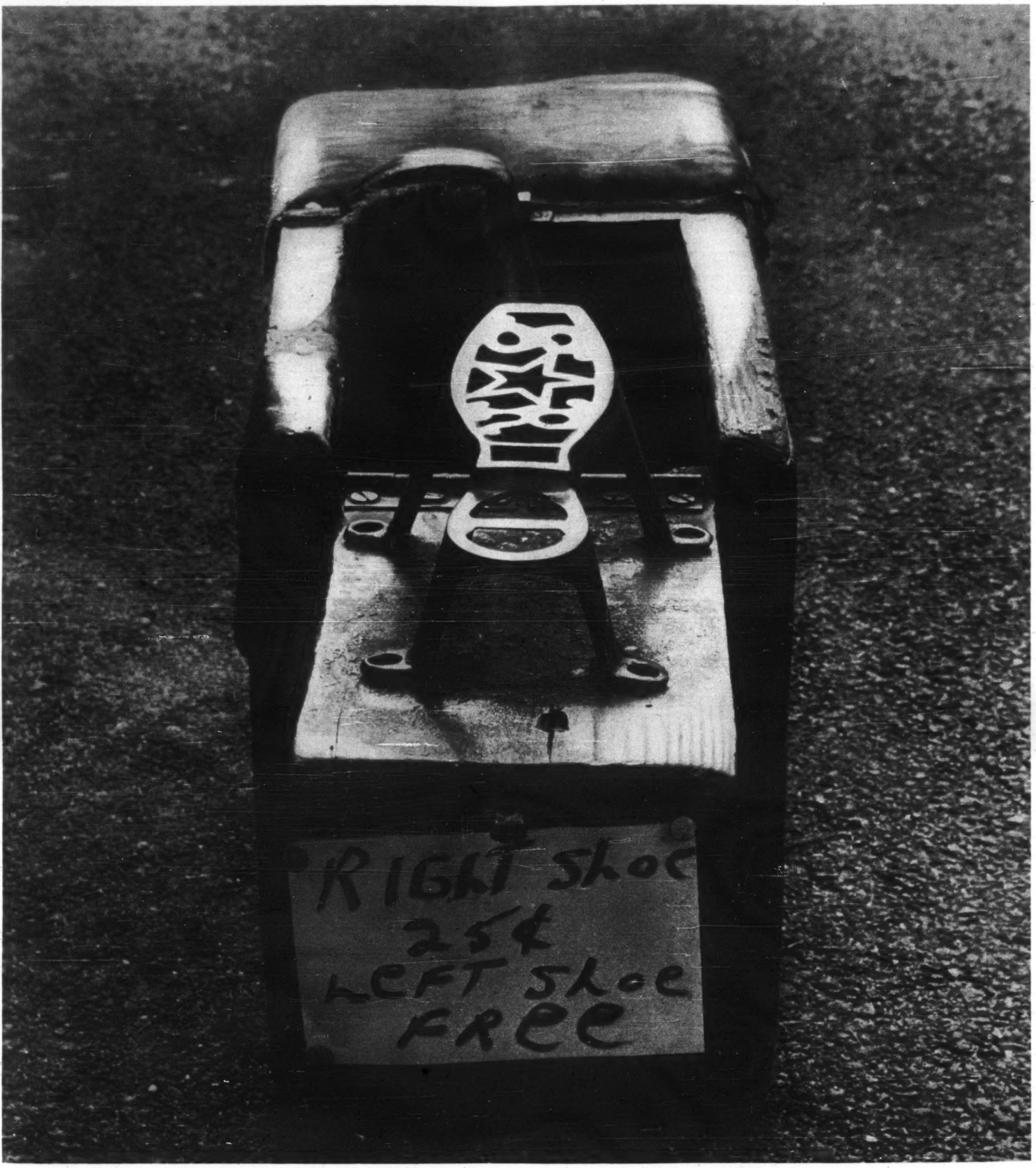
In Cleveland, buy WJW Beautiful Music Radio

And the latest upper-strata data* shows why: among Greater Cleveland's top third rental group WJW is tied for first place! So heed the economic facts of life. Buy the people who buy. The cost-per-thousand is small. The buying power-per-thousand is huge. Get the Beautiful Music Radio Lion by the tail now and you'll do exceedingly well in Greater Cleveland!!!

WJW BEAUTIFUL MUSIC RADIO

A Storer Radio Station Represented Nationally by the Katz Agency • Storer National Sales Offices: 625 Madison Avenue, New York 22 • 230 N. Michigan Avenue, Chicago 1

*THE PULSE, Inc. July, 1960 Report on Metropolitan Area Upper Third Rental Level — Cleveland, Ohio



A strong simple selling idea . . . dramatically presented

This shoeshine boy knows the secret of selling through advertising today. He knows that the only way to be heard above all the whooping and hollering is to do as the headline says. We try to follow the same rule in advertising such products as Crest, Yuban, Pledge, Gravy Train, Parliament, and American Express.

How strong the idea in *your* advertising? How dramatic the presentation?

B&B

BENTON & BOWLES, INC.

Advertising Age

Food Marketing Section

THE NATIONAL NEWSPAPER OF MARKETING

In Foods: What Do They Spend for How Much Business?

Sales and Advertising in Food and Groceries

By Product Class, 1959

	SALES VOLUME (Add 000)	TOTAL MEASURED ADVERTISING	MAGAZINES	TOTAL TELEVISION	NEWSPAPERS
Food Products					
Meat, Fish & Poultry	$20,228,580	$22,258,378	1,593,667	11,024,711	9,640,000
Frozen Foods	2,395,380	20,905,786	2,456,866	1,616,920	16,832,000
Dairy Products	12,781,830	46,591,599	4,881,621	21,324,978	20,385,000
Produce	7,696,470	20,712,250	2,933,630	17,778,620	
Baked Goods and Baking Supplies	6,749,160	88,168,821	27,877,127	36,620,594	23,671,100
Cereals, Flour, Macaroni	1,681,330	71,001,144	18,293,998	44,938,146	7,769,000
Canned Foods	4,737,300	*	25,109,992	*	*
Prepared Beverages (coffee, tea, etc.)	2,604,420	71,227,988	3,706,913	50,879,075	16,642,000
Soft Drinks	2,117,100	17,941,023	9,621,023	*	8,320,000
Condiments, Dressings, Spreads, Relishes, Jams and Preserves	1,532,340	22,369,286	*	11,899,940	9,742,000
Desserts	132,000	*	*	5,179,680	*
Confectionery	2,402,480	33,943,133	3,477,167	26,201,966	4,264,000
Totals	79,601,750	543,014,788	113,294,663	275,180,125	154,540,000
Other Grocery Products					
Household Supplies	3,362,870	85,546,116	21,799,116	45,165,000	18,582,000
Pet Foods	506,250	15,118,948	3,468,259	14,395,339	7,255,350
Tobacco Products	6,259,390	228,139,413	25,982,223	160,659,190	41,498,000
Total Foods & Grocery Products	89,730,260				

*Not available, usually because of differences in product classifications in some media, making comparisons difficult.

WHERE MONEY GOES—*This table is an attempt to show total sales volume in several broad grocery categories and to indicate how many national advertising dollars go into each category. Since the various measuring services frequently overlap in their product classifications, AA has adjusted several figures in an effort to make them more comparable. The totals shown are actually grand totals, not merely totals for the figures in the table. At best, the table, which does not include cooperative and other unmeasured media expenditures, should be considered a rough estimate. Sales figures are from Topics Publishing Co., advertising expenditures from Leading National Advertisers, Television Bureau of Advertising and the Bureau of Advertising, American Newspaper Publishers Assn.*

They're Vital in Many Promotions . . .

No One Wants to Talk About Brokers' Advisory Committees, But . . .

Their Role Is Growing in Many Manufacturers' Marketing Plans

By Stanley E. Cohen

WASHINGTON, Sept. 29—In today's hotly competitive food industry, brokers' advisory committees are exercising an increasingly powerful influence over the marketing strategy of many manufacturers.

For a variety of reasons, brokers and manufacturers have been close-mouthed about these advisory groups. But in their more confidential conversations, the big and successful brokers confirm that the broker's advisory committee is becoming a fixture in the promotion planning of many of their most successful principals.

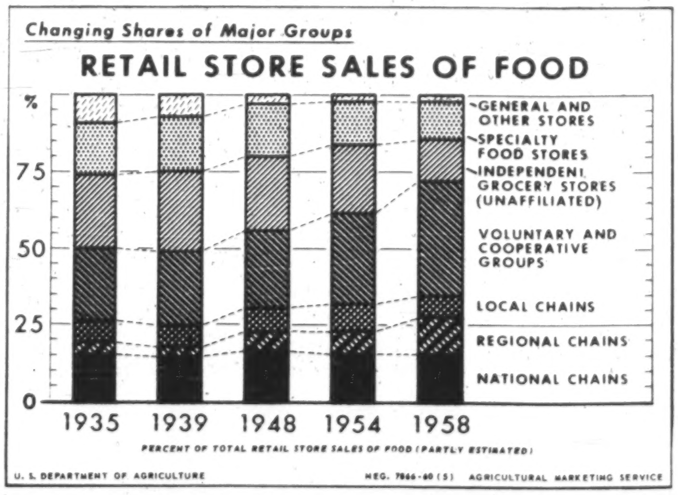
A typical advisory committee consists of no more than half a dozen of the manufacturer's top brokers—chosen unilaterally and secretly by the manufacturer. Others of the 75 to 90 brokers handling the same line may not even know the committee exists.

▪ The broker's value in promotion planning stems in part from his expert knowledge of the food market in his area. But he also brings the manufacturer a detached, expert opinion, reflecting the experience accumulated by a sales organization which is in constant contact with 10 to 20 other food suppliers, including some which employ the smartest and most effective sales and advertising managers in the business.

At a "brokers' advisory committee" conference, brokers will discuss timing, copy themes, and media choices.

They will remind the manufacturer that a campaign can't catch hold unless retail outlets have

(Continued on Page 130)



SHIFT IN FOOD RETAILING—*Chart shows changes in types of retail outlets since 1935. Percentage of specialty food stores and independents has declined considerably as percentage of chains and voluntary and cooperative groups has grown.*

24 New Products a Day . . .

Food Industry Trends All Go One Way—Up

See $82 Billion Sales in '60; Advertising Doubles in Decade

By John Crichton

NEW YORK, Sept. 27—There's no business like the food business—and no producer of advertising like the food business.

In recent years, investment analysts have taken to regarding the food business as one that is "essentially recession-proof." In the first quarter of 1960, food processors showed profits up 10.9% over 1959.

In the second quarter, food and beverage profits weren't quite that good, but for the half they still were up 5%, while profits for manufacturing generally were off.

The importance of food is mirrored in cold statistics. In 1959, Americans spent a record $78.8 billion for food and drink, or about 24¢ out of every dollar of disposable income. In 1960, the outlay will be about $82 billion, and processed foods will account for about $50 billion of it.

▪ While the food business was prospering (such companies as General Foods and Lever Bros. doubled sales and earnings over the decade) advertising expenditures also shot upward. There have been an increasing number of food processors in the field in the past 15 years; their sales have increased dramatically and their advertising expenditures have increased spectacularly.

This dramatic increase in advertising expenditure in the grocery field has been echoed in increasing emphasis on food marketing techniques by advertising agencies. It is, in fact, true that grocery advertising is the top account classification for most major agencies; of the top 20 agencies in AA's annual billings report, only one has no food accounts; agencies with for-

New Products? They Double French's Prewar Sales

ROCHESTER, N. Y., Sept. 27—Asked by AA to comment about the importance of new products to company sales success, O. C. Rowntree, exec vp of R. T. French Co., said:

"A recent survey has indicated that two out of the three fastest growing products in supermarkets are instant potatoes and barbecue sauce. In both of these categories we are represented with items we have introduced in recent years. Our instant potato is, in fact, the largest selling brand in the instant potato field and it accounts for a good share of our volume today.

"We expect that companion items will in the future also contribute much growth in this area. Annual volume now done on items introduced since the end of World War II is more than double the total amount of business we were doing in those days." #

Push Crops . . .

Media in '59 Get $18,500,000 From Food Assns.

Florida Citrus Heads List of 31 Leaders; American Dairy Next

By Merle Kingman

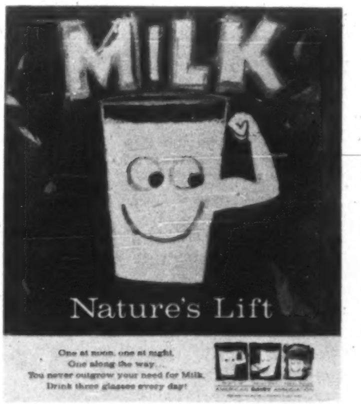
CHICAGO, Sept. 29—Farmers, ranchers, fishermen and others are investing more and more millions of dollars annually in association-sponsored advertising to induce the public to consume more and more of the foods they produce.

The food associations, which are scattered across the nation, range from the Maine Potato Committee to the California Raisin Advisory Board. Membership ranges from as few as 450 growers and shippers in the Florida Fruit and Vegetable Assn. to as many as 1,000,000 farmers in the American Dairy Assn.

The prime objective of the associations almost always is advertising and promotion of the product—usually with no brand mentioned—and although many associations channel most of their activity into publicity and do little advertising, others have substantial ad budgets which make them a noteworthy factor in food advertising.

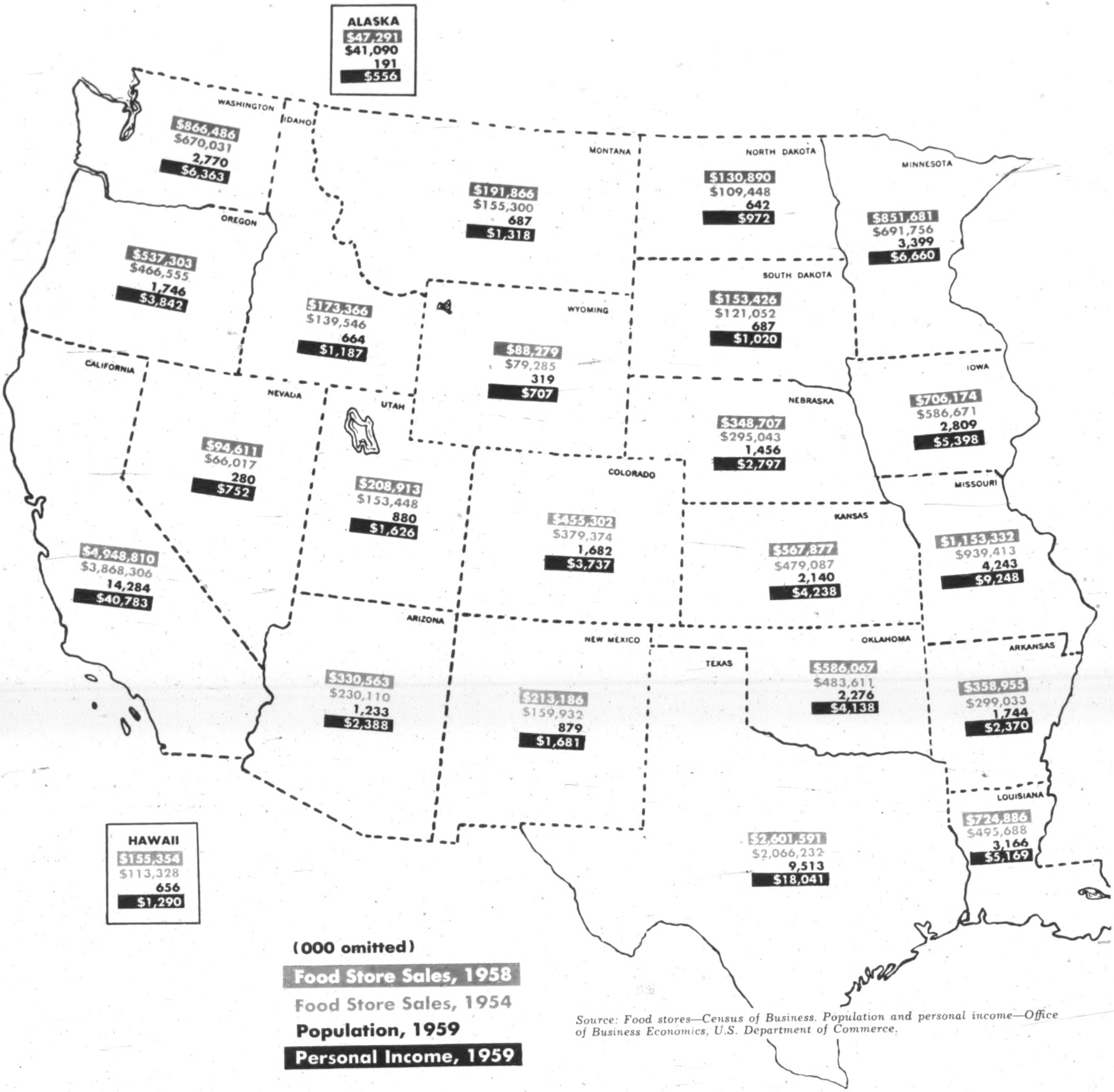
▪ A compilation by ADVERTISING AGE shows that the 31 food associations with the highest expenditures in advertising invested a total of more than $18,500,000 in ma-

(Continued on Page 108)


MILK
Nature's Lift
One at noon, one at night.
One along the way...
You never outgrow your need for Milk.
Drink three glasses every day!

LIFT—*Million-member American Dairy Assn. will push milk drinking with this full-color page October through December in Coronet, Reader's Digest, Seventeen and Suburbia Today. Campbell-Mithun is the agency.*

State-by-State Breakdown of U.S. Food


ALASKA
$47,291
$41,090
191
$556
WASHINGTON
$866,486
$670,031
2,770
$6,363
IDAHO
MONTANA
$191,866
$155,300
687
$1,318
NORTH DAKOTA
$130,890
$109,448
642
$972
MINNESOTA
$851,681
$691,756
3,399
$6,660
OREGON
$537,303
$466,555
1,746
$3,842
$173,366
$139,546
664
$1,187
WYOMING
$88,279
$79,285
319
$707
SOUTH DAKOTA
$153,426
$121,052
687
$1,020
CALIFORNIA
NEVADA
$94,611
$66,017
280
$752
UTAH
$208,913
$153,448
880
$1,626
NEBRASKA
$348,707
$295,043
1,456
$2,797
IOWA
$706,174
$586,671
2,809
$5,398
COLORADO
$455,302
$379,374
1,682
$3,737
KANSAS
$567,877
$479,087
2,140
$4,238
MISSOURI
$1,153,332
$939,413
4,243
$9,248
$4,948,810
$3,868,306
14,284
$40,783
ARIZONA
$330,563
$230,110
1,233
$2,388
NEW MEXICO
$213,186
$159,932
879
$1,681
TEXAS
OKLAHOMA
$586,067
$483,611
2,276
$4,138
ARKANSAS
$358,955
$299,033
1,744
$2,370
LOUISIANA
$724,886
$495,688
3,166
$5,169
$2,601,591
$2,066,232
9,513
$18,041
HAWAII
$155,354
$113,328
656
$1,290
(000 omitted)
Food Store Sales, 1958
Food Store Sales, 1954
Population, 1959
Personal Income, 1959

Source: Food stores—Census of Business. Population and personal income—Office of Business Economics, U.S. Department of Commerce.

midable hard-goods and soft-goods backgrounds try desperately to work their way into packaged food accounts. And the top salaries of the agency business are normally those of account and creative men who are specialists in the packaged grocery store products.

One of the reasons for this concentration on grocery accounts is the billing involved; another, and one of growing importance, is the strong possibility of assignment of new products. While it's true that an agency can lose a lot of money working with a new product that doesn't pan out, it can make a lot of money if the new product comes up a winner, like Mr. Clean.

Advertising expenditures in the food manufacturing field more than doubled between 1947 and 1957, rising from $320,000,000 to $759,000,000. The Department of Agriculture, taking a sober look at this rise, figures that its explanation is (1) an 8% rise in the number of food manufacturing companies, (2) the large introductory promotion of new products, (3) constantly rising media rates and (4) efforts to increase share-of-market. In that decade, all food manufacturing industries except cereal manufacturers increased their advertising expenditures faster than their total costs or gross sales increased.

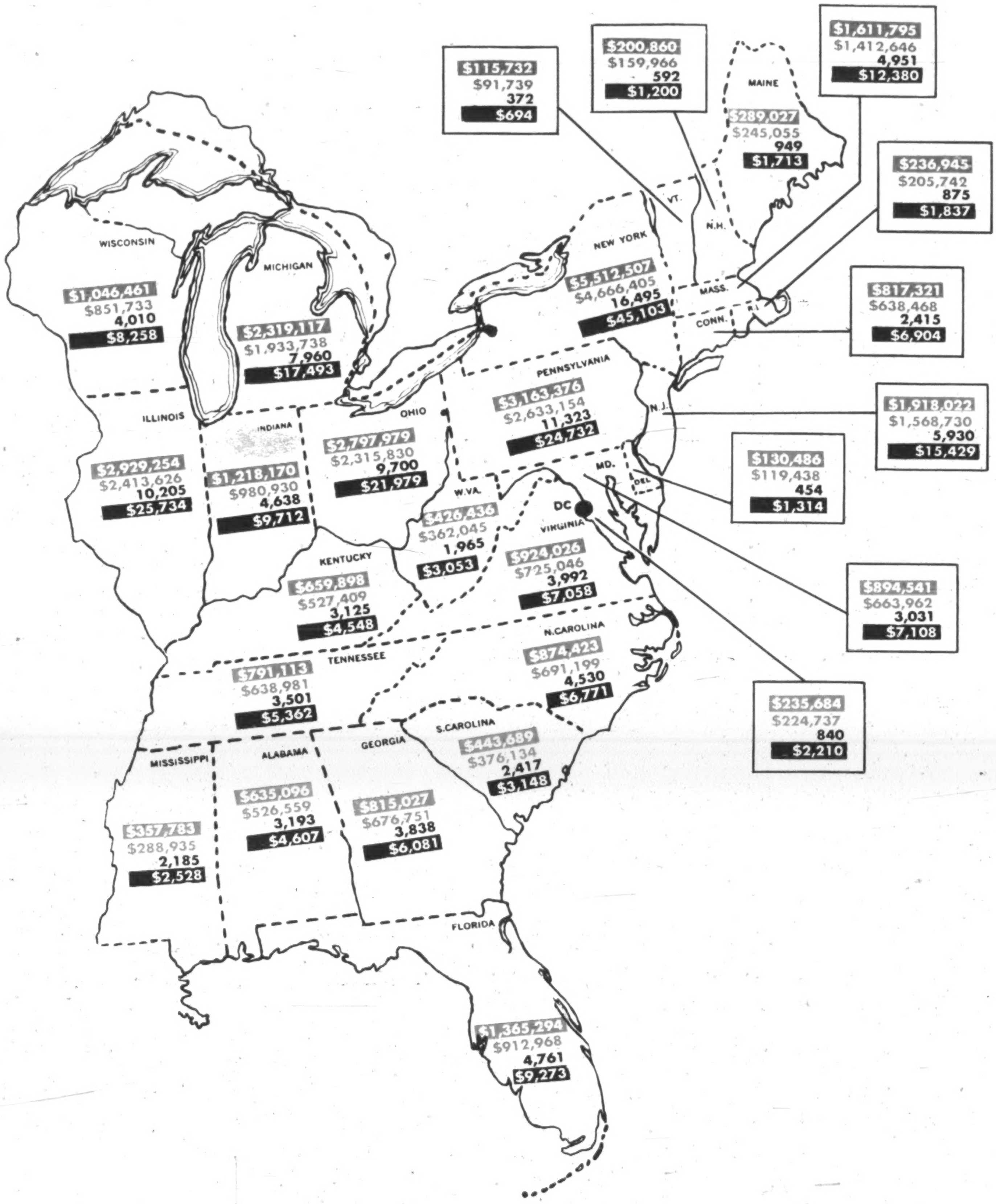
■ The drive for new products in the food business is a postwar phenomenon. In the food business you *have* to produce new products. Your business future depends on it. The stream of new products pouring into the food stores is matched by a steady stream of products being dropped. But the over-all effect of the new product explosion has been to increase the number of items carried by grocery stores.

In 1950, a grocer handled 3,750 items; in 1955, 4,000; and in 1960, 5,227. *Progressive Grocer* reported in mid-year that a typical grocer who carried 65 soaps and detergents in 1950 had 116 in 1960; where he had 84 flours and mixes in 1950, he had 169 in 1960. He may have 260 housewares items, and 110 "soft goods" items, neither of which he handled in 1950. Yet 3,753 of his items (or about 90%) move at less than a case a week.

The food buyer, facing the avalanche of new products, is in an unenviable position. It has been estimated that a food buyer is offered an average of 24 new products a day, 120 a week, more than 6,000 in a year.

■ *Business Week*, surveying the field a year ago, figured the food business is basically a "new product business," and pointed to the fact that "an estimated 50% of food products on store shelves weren't there eight years ago," and new product development is moving at three to ten times its 1948 rate. Sales of items added since World War II account for anywhere from 11% to 35% of sales

Store Sales, Population, Income


$115,732
$91,739
372
$694
$200,860
$159,966
592
$1,200
$1,611,795
$1,412,646
4,951
$12,380
MAINE
$289,027
$245,055
949
$1,713
$236,945
$205,742
875
$1,837
VT.
N.H.
NEW YORK
$5,512,507
$4,666,405
16,495
$45,103
MASS.
R.I.
CONN.
$817,321
$638,468
2,415
$6,904
WISCONSIN
$1,046,461
$851,733
4,010
$8,258
MICHIGAN
$2,319,117
$1,933,738
7,960
$17,493
PENNSYLVANIA
$3,163,376
$2,633,154
11,323
$24,732
N.J.
$1,918,022
$1,568,730
5,930
$15,429
ILLINOIS
$2,929,254
$2,413,626
10,205
$25,734
INDIANA
$1,218,170
$980,930
4,638
$9,712
OHIO
$2,797,979
$2,315,830
9,700
$21,979
MD.
DEL.
$130,486
$119,438
454
$1,314
W.VA.
$426,436
$362,045
1,965
$3,053
DC
VIRGINIA
$924,026
$725,046
3,992
$7,058
$894,541
$663,962
3,031
$7,108
KENTUCKY
$659,898
$527,409
3,125
$4,548
N.CAROLINA
$874,423
$691,199
4,530
$6,771
TENNESSEE
$791,113
$638,981
3,501
$5,362
$235,684
$224,737
840
$2,210
S.CAROLINA
$443,689
$376,134
2,417
$3,148
MISSISSIPPI
ALABAMA
GEORGIA
$635,096
$526,559
3,193
$4,607
$815,027
$676,751
3,838
$6,081
$357,783
$288,935
2,185
$2,528
FLORIDA
$1,365,294
$912,968
4,761
$9,273

of various companies.

The result is that food processors put a premium on product development. *Business Week* figured that 77% of U.S. food companies were planning either to bring out new products or to improve versions of current items, technical research was slated for a 13% increase, and 47.6% of food industry research dollars are concentrated on new product development.

Accordingly, as *Food Engineering* pointed out in a forecast in January, while sales are expected to rise 5.5%, and profits to go up 7.5%, and advertising to rise 9%, market research is due for a 15.5% boost, and technical research is to be increased 15.9%.

■ At the same time, the outpouring of new products has made for savage competition at retail level for shelf space. This competition is made more rigorous by growing concentration in the food retailing business. Arno Johnson figured that in 1957, 29,000 supermarkets with total sales of $31.1 billion had a greater sales volume than the total volume of 394,000 stores in existence in 1951—just six years earlier. Supermarkets—about 10% of the stores—account for 67% of the business.

What's more, a wave of mergers and acquisitions has let big chains gobble up share of market. In 1958, the ten top chains did 26.8% of the total food business, and the 13 biggest chains accounted for more than one-third of total volume. The net result is that big chains hold the key to success or failure for new and existing products. They cannot be forced by independent distribution.

Over a period of years, chains have reduced the number of stores sharply, from 38,450 in 1941 to 19,700 in 1959. Meanwhile, the average sale per store has shot upward, from $99,349 in 1941 to $988,578. Chains now do two-thirds as much volume as the independents, but in the critical area—the supermarkets—the chains do more than the independents, $18.5 billion to $16.3 billion for independents.

■ Looking ahead, *Progressive Grocer* thinks stores will decline to about 250,000 by 1965, of which 36,000 will be supermarkets—which will have 75% of the total U.S. grocery sales.

■ There are marketers who find this a rugged prospect. If your product is in the key group of stores, the battle is to keep it there. It entails constant promotion, dealing and gimmicks. It entails the closest study of the market and the consumer. It entails considerable concern over the rising role of non-foods in the stores.

Last year the food store dollar sales gain was 2.1%. It was largely attributable to a fat 14.3% sales gain in non-food items, which now account for $2 billion, more than half in health & beauty aids.

■ The prevailing notion is that retailers are mesmerized by the sizable profit margins on non-foods, ranging up to 40% on cosmetics as against 8% on sugar. Said *Food Field Reporter*, "Ideas—specifically merchandising ideas—must be developed with the thought uppermost in mind of helping the retailer move more food items out of the store." What's needed are (1) greater manufacturer efforts in point of sale material, (2) a re-examination of cooperative agreements, to see if they are "really attractive so far as the trade is concerned," (3) product re-evaluation from the dealer's viewpoint, and (4) an understanding that a retailer wants two kinds of products—one that he "makes money with" (i.e., demand, volume, low-margin items) to accelerate the sale of the item "he makes money on" (impulse, high-margin items).

■ In order to stay alive and vigorous in this competitive business, manufacturers have had to learn their markets as they do in few fields. Take soups: from 1950 to 1958, soup sales more than doubled—$242,000,000 to $508,000,000; the manufacturer knows that 57% of his sales come from households whose income is below $5,000; that households with children account for two of three soup sales dollars; that the Northeast and Upper Midwest are best for soup sales while the South is poorest; that canned soups have held about 92% of the market for the past decade; that soup mixes began at 7.2% of the market in 1950 and are now down to 5.3%; and that frozen soups are holding a steady 3%.

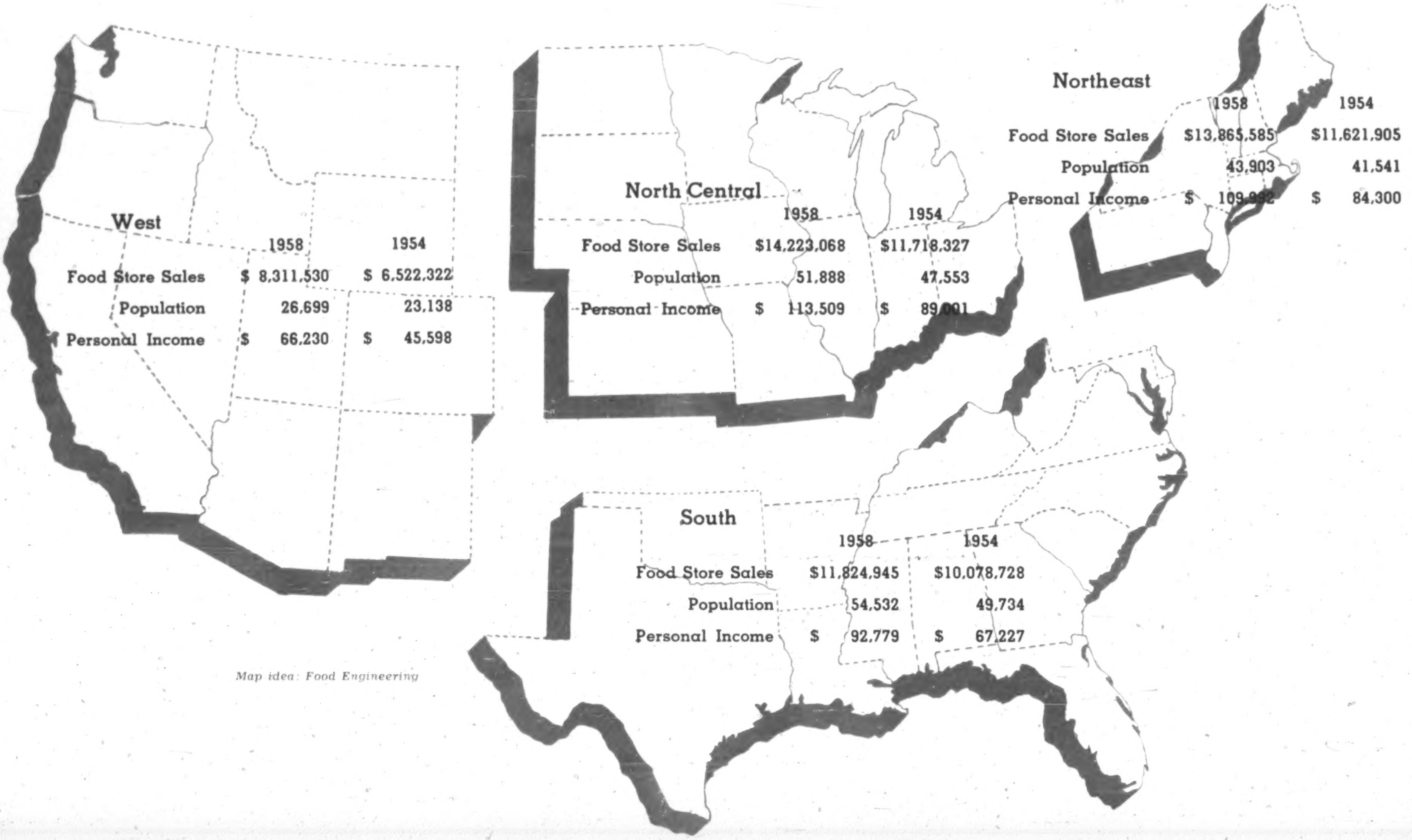
So the arithmetic of marketing

What a Family Needs to Eat and Drink 'Modestly'

	Total Budget	Food and Beverages
Atlanta	$5,642	$1,514
Baltimore	5,718	1,525
Boston	6,317	1,857
Chicago	6,567	1,751
Cincinnati	6,100	1,734
Cleveland	6,199	1,695
Detroit	6,072	1,761
Houston	5,370	1,486
Kansas City	5,964	1,631
Los Angeles	6,285	1,747
Minneapolis	6,181	1,647
New York	5,970	1,853
Philadelphia	5,898	1,825
Pittsburgh	6,199	1,889
Portland, Ore.	6,222	1,746
St. Louis	6,266	1,694
San Francisco	6,304	1,795
Scranton	5,693	1,758
Seattle	6,562	1,844
Washington, D. C.	6,147	1,684

Figures are for 20 large cities and suburbs. Average family is employed husband, 38; housewife; 8-year-old girl, 13-year-old boy. Source: Bureau of Labor Statistics figures for an annual budget to provide "modest but adequate" living for a four-person urban family.

Food Store Sales, Population, Income by U.S. Regions


West
1958
1954
Food Store Sales $ 8,311,530 $ 6,522,322
Population 26,699 23,138
Personal Income $ 66,230 $ 45,598
North Central
1958
1954
Food Store Sales $14,223,068 $11,718,327
Population 51,888 47,553
Personal Income $ 113,509 $ 89,001
Northeast
1958
1954
Food Store Sales $13,865,585 $11,621,905
Population 43,903 41,541
Personal Income $ 109,992 $ 84,300
South
1958
1954
Food Store Sales $11,824,945 $10,078,728
Population 54,532 49,734
Personal Income $ 92,779 $ 67,227

Map idea: Food Engineering

gets to be about like this: if canned soups have 90% of the market, their total is around $456,921,000, and each percentage point share of market gained is worth $4,569,210.

So two major soup manufacturers in 1959 square off as in the table on Page 68 (figures from American Broadcasting Co., from Bureau of Advertising, LNA-BAR and TvB sources).

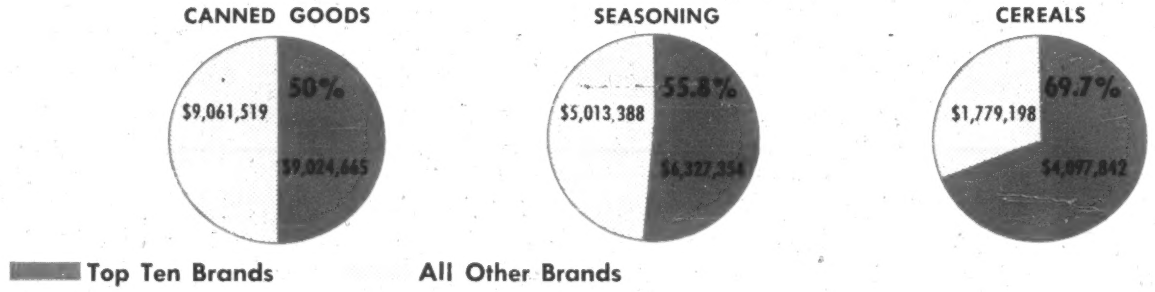
■ With the fierce competition in the food business, and the hail of new products rattling into grocers' shelves, and the savage battle for shelf space, it isn't surprising that advertising has been increased spectacularly.

How spectacularly it has been increased is not so widely recognized:

- In newspapers, expenditures in the grocery classification rose from $123,354,000 in 1950 to $154,540,000 in 1959, up more than $31,000,000 and a gain of about 25%.
- In magazines, the food and food products classification has increased from $53,580,864 in 1950 to $91,929,949 in 1959, a gain of more than $38,000,000, or more than two-thirds.
- In television, expenditures in the food and grocery classification moved up from $374,000,000 in 1955 (when it was divided, $189,000,000 network and $185,000,000 spot) to $567,000,000 in 1958, a gain of 51.6%. However, it is *important to understand* that this is a figure which *combines* beer, soft drinks, cigarets, paper products and pet foods along with food and food products. The food and food products classification in television was $275,200,000 in 1959, including $109,500,000 for network and $165,700,000 for spot.
- In outdoor, classifications have been changed recently, and are not comparable for a number of years. Outdoor Advertising Inc. reports that the food classification in 1959 was $17,490,666, up from $16,165,894 in the previous year. Soft drinks rose to $6,060,447 from $5,793,524.
- **Because of the rapid changes in** its business, and because of the tremendous importance of the retailer in the sales picture, the grocery business supports a large and affluent press. *Industrial Marketing's Market Data & Directory Number* lists 16 U. S. business publications in the basic processing field, along with three Canadian papers; in the distribution and

(Continued on Page 68)

How Top Ten Food Brands Dominate Ad Spending in Magazines

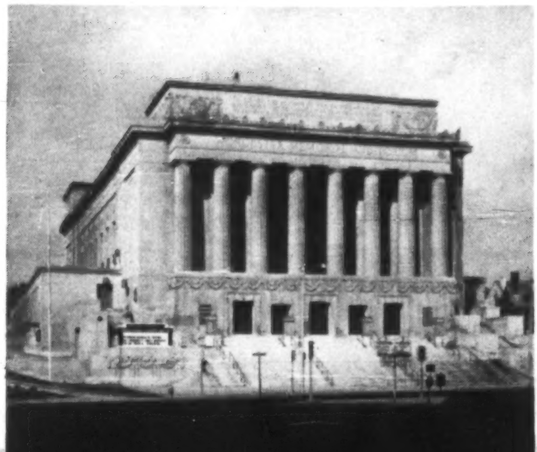


RANK	BRANDS	EXPEND-ITURE	% OF TOTAL
1.	Campbell's Soups	$3,562,835	19.7
2.	Del Monte Canned Fruits, Juices	879,119	4.9
3.	Chef Boy Ar Dee Canned Meals	808,716	4.5
4.	Lipton Soup Mixes	807,360	4.5
5.	Del Monte Canned Vegetables	705,915	3.9
6.	Armour Canned Meats	463,964	2.6
7.	Dole Canned Fruits, Juices	456,271	2.5
8.	Libby's Canned Fruits	455,810	2.5
9.	Kraft Dinner	446,480	2.5
10.	Borden's Instant Whipped Potatoes	438,195	2.4
	Total, Top Ten	9,024,665	50.0
	Total, All Brands	18,086,184	100.0

RANK	BRANDS	EXPEND-ITURE	% OF TOTAL
1.	Wesson Oil	$1,461,008	12.9
2.	Hunt's Tomato Sauce, Paste	752,056	6.6
3.	Mazola Oil	629,325	5.5
4.	Kraft Salad Dressings	622,668	5.5
5.	Snider's Catsup	605,870	5.3
6.	Wish Bone Salad Dressings	546,706	4.8
7.	Hunt's Catsup	476,490	4.2
8.	French's Mustard	425,590	3.8
9.	Good Sasons Salad Dressing Mix	412,094	3.6
10.	Morton's Salt	395,547	3.5
	Total, Top Ten	6,327,354	55.8
	Total, All Brands	11,340,742	100.0

RANK	BRANDS	EXPEND-ITURE	% OF TOTAL
1.	Minute Rice	$866,670	14.7
2.	Quaker Oats, Mother's Oats	659,658	11.2
3.	Cheerios Cereal	427,287	7.3
4.	Kellogg's Special K	415,965	7.1
5.	General Mills Cereals, Sweeps	350,757	6.0
6.	Quaker Puffed Wheat, Puffed Rice	348,630	5.9
7.	Kellogg's Corn Flakes	334,995	5.7
8.	Kellogg's Concentrate	324,599	5.5
9.	General Mills Cereals	214,636	3.7
10.	Minute Rice, Star Kist Tuna	154,645	2.6
	Total, Top Ten	4,097,842	69.7
	Total, All Brands	5,877,040	100.0

Source: Leading National Advertisers "Trends," including P.I.B. figures for general and farm magazines, and supplements.



THIS IS WORCESTER . . .

the 2nd largest market in Massachusetts

CULTURAL LEADERSHIP

The annual Worcester Music Festival, the oldest week-long event of its kind in the United States, celebrates its 101st year, Oct. 17-22 again in Worcester's inspiring Memorial Auditorium. Mr. Paul Paray will return to conduct the famous Detroit Symphony Orchestra, with a 225 voice mixed chorus, and with one celebrated artist after another — Miss Roberta Peters, Richard Tucker, Isaac Stern, Glenn Gould and Miss Gina Bachauer.

Appreciative and influential audiences of more than 20,000 bear witness to Worcester's cultural leadership. These are the core of an even larger audience which supports the Worcester Art Museum — foremost for its size in the nation — and the twelve colleges and universities within the borders of the Worcester market.

This kind of leadership is strongly reflected in Worcester's position as one of the nation's "TOP 50" Markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR County.

Worcester stands for big business, yours included.

The Moloney, Regan & Schmitt representative knows Worcester.

Circulation: Daily 155,015 — Sunday 103,332

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

TELEGRAM AND GAZETTE

Anatomy of a market

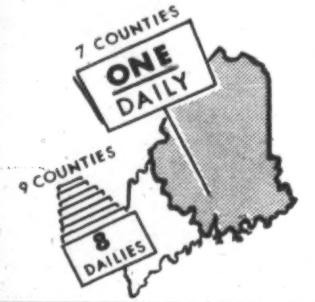
There's a grocery store for every 120 families in metropolitan New York! End-to-end these 40,000 supers and neighborhood stores would stretch from Fulton Fish Market to downtown Cleveland. Over their check-out counters move 950 million pounds of meat annually—enough to treat everyone in the world to hamburger, hot dog or hash. New Yorkers drink 200 million gallons of milk a year, keeping 32,000 cows on tap (a few of which graze on the five boroughs' 211 farms). New Yorkers live to eat... nearly 5½ billion dollars worth a year.

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 • Doyle & Hawley: Los Angeles DU 8-2328, *the Seventh of a series*

BENI MONTRESOR

But some families always buy more and more often than others. The direct way to reach New York's top-of-the-bottle is the Herald Tribune—"the market without waste." Of all New York papers, the Trib has the richest concentration of families with $7,000-and-up incomes—the ones you most easily sell at a profit. No wonder the Trib carries the fourth largest volume of general advertising of all U. S. newspapers. You're missing plenty if you don't use the New York **Herald Tribune**

San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898



LARGEST FAMILY COVERAGE
Offered By Any MAINE DAILY

Because it reaches more families—it gives advertisers greater returns at lower cost than any other Maine newspaper. No combined figures. Just one big morning issue that delivers the biggest selling punch in the state.

DAILY CIRCULATION NOW OVER
76,000

The Bangor Daily News
Maine's Largest Daily . . .
Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

How Campbell, Heinz Advertise Soup

1959 (000 Omitted)

Company and Products	Total	Network TV	Spot TV	Magazines	Sunday Supps.	Newspapers
Campbell Soup Co. ..	$12,178	$3,288	$432	$6,265	$1,125	$1,068
Campbell Soup Co. Gen'l Promotion ..	874	192	——	682	——	——
Frozen Soups	626	——	30	596	——	——
Campbell's Soups ..	10,678	3,096	402	4,987	1,125	1,068
H. J. Heinz Co.	1,317	960	——	——	——	357
Heinz Soups	1,317	960	——	——	——	357

(Continued from Page 64)

service fields, however, there are 76 in the U.S. and five in Canada. The number of publications reflects the regional and state importance of publications. Rates vary widely: you can buy a page for $60 in *Nebraska Retailer's* food edition, with 1,700 circulation; at the top of the heap are the business paper giants—$1,085 for a page in *Chain Store Age's* supermarket grocery executives and store managers editions, and more than 45,000 circulation; $1,248 for *Food Topics'* 90,633 circulation; $1,250 for the 74,375 circulation of *Progressive Grocer;* $625 for *Supermarket Merchandising's* 25,000; the $1.05 open line rate for *Supermarket News'* 55,000.

■ The food business has survived and thrived through a number of major marketing misconceptions. It was once thought that the more stores operated, the higher sales would be. The number of stores has been shrinking for two decades, and the sales per bigger store have shot skyward. It was thought that stores in cities would die, and there was a rush to the suburbs. A number of chains are now re-opening or refurbishing their downtown stores.

It was thought that the number of brands would plateau. It doesn't seem to be doing so. In the following table of brands introduced in the salad dressing and salad oil field, note that the number of brands has increased more than 20% over a four-year period.

Number of Brands

Item	1956	1957	1958	1959
Salad dressing ..	610	672	667	687
Mayonnaise	615	696	723	811
Sandwich spread	322	357	381	422
French dressing ..	317	366	382	409
Other:				
Semisolid types	225	178	213	215
Liquid types	85	122	139	146
Total	2,174	2,391	2,505	2,690

Source: U. S. Dept. of Agriculture

It was thought that people's expenditure on food would plateau also—that as families earned more money, their expenditures for food would stand still. Nothing could be farther from the truth. The new product craze, and the trend to convenience and to frozen foods and just a general upgrading in food tastes has swept expenditures upward.

Nor is it a price inflation problem. Frozen foods have grown phenomenally; the industry has grown 375% while the gross national product was increasing 100% over the past decade. Also, while food prices rose about 15% at retail between 1953 and 1959, a shopper buying one each of 27 leading frozen foods in March, 1953, would have paid about $10.54; the same items in 1959 would have cost about $8.50, a decrease of 18%.

■ Convenience foods offer such potential that there is now a Packaged Convenience Foods Institute, the creation of the flexible packaging and folding carton divisions of Continental Can Co. Among its findings: dollar sales of mixes for cakes and frostings jumped 2.8% last year while cake flour sales fell 7.7% and baking supplies were off 3.4%, instant mashed potatoes

(Continued on Page 72)

IT WAS MAILED
SEPTEMBER 15, 1960!

. . . if you haven't received your copy, notify us and we will ship by return mail with our compliments . . . firms needing multiple copies please specify quantity

for

—*the company that does not offer a cooperative advertising plan*

—*the company that offers reimbursement at national line rate*

—*the company that offers a minimum performance merchandising agreement*

—*the company that offers merchandising agreements without qualifications as to performance*

This 24-page book was prepared solely for the manufacturer whose products are merchandised through grocery stores.

No matter what type of cooperative advertising plan you offer (or if you offer none) this book explains how ACB can help you in the control and effective use of retail store promotions. Tells you how an ACB service will—

. . . inform on amount of free ads received and from which stores . . . advise standings of competitive brands "by dealer" . . . evaluate national advertising pressures causing dealers to stock and push brands . . . report on key cities as "spot check" on jobber claims . . . keep salesmen, branch and home offices aware of extent of dealer support . . . evaluate the good faith and performance of each retailer . . . provide means of comparison with competitive brands since retailers generally advertise those brands which get the best overall store promotion . . . etc. . . . etc.

This book describes in detail ACB's cooperative advertising audit service which can include all parts of audit —even disbursement . . . builds good will with dealers who need not submit invoices or tearsheets . . . provides evidence of treating all dealers proportionately alike . . . etc. . . . etc.

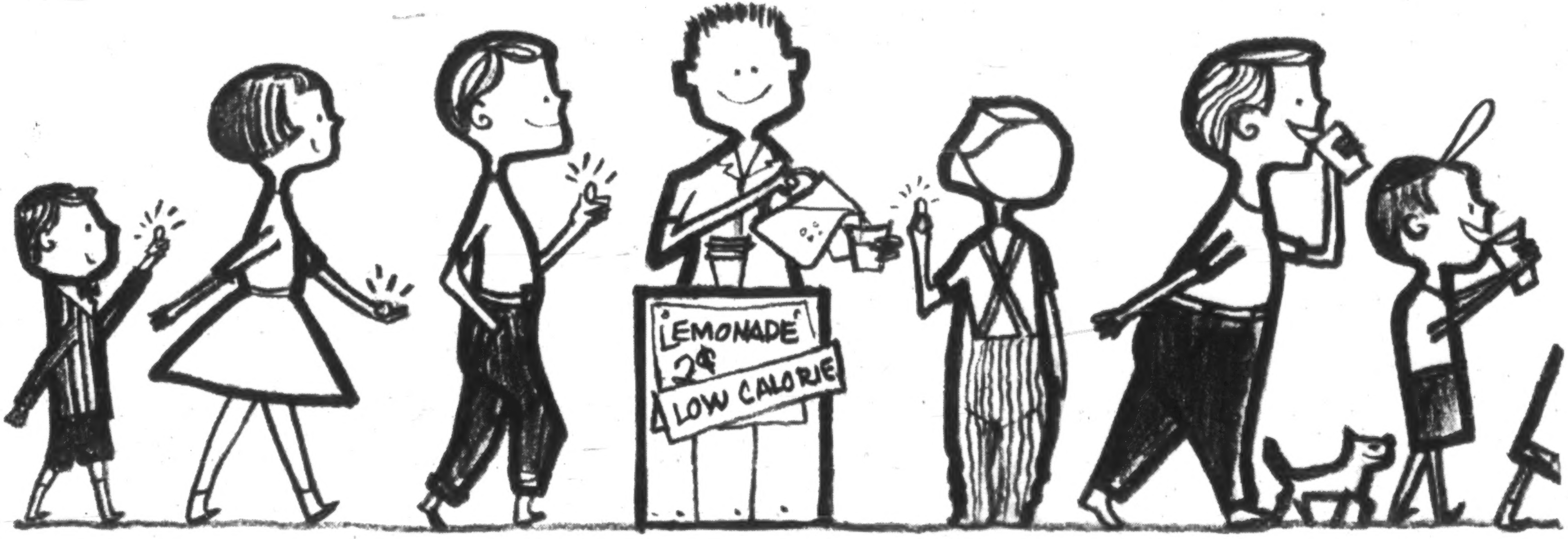
We believe that when you examine this book, you will agree that it makes a substantial contribution to understanding the techniques of current merchandising and advertising practices in the food store fields.

If you have not received a copy—please let us know!

The ADVERTISING CHECKING BUREAU, Inc.
Service Offices at:
New York (10) 353 Park Ave. South
Chicago (3) 18 South Michigan Avenue
Memphis (3) 161 Jefferson Avenue
Columbus (15) 20 South Third Street
San Francisco (5) 51 First Street

A portfolio of services for
CHECKING RETAIL ADVERTISING
on products sold through
GROCERY STORES
ACB THE ADVERTISING CHECKING BUREAU, INC.
ACB
The ADVERTISING CHECKING BUREAU, INC.

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET



HOW TO INCREASE DEMAND BY THE MILLIONS

Given a hot summer day in a neighborhood of enterprisin' kids and the word soon gets around that Joey has the best lemonade in town, and he's selling it like . . . well, like good lemonade on a hot summer day. Once this message gets around, DEMAND will soar with the temperature.

You can be sure that the "word gets around" about your good product when you use FIRST 3 MARKETS GROUP to attract and sell the heavy-spending families of New York, Chicago and Philadelphia.

The average family in these 3 enormous markets enjoys an Effective Buying Income that is 28% greater than that of the remainder of the nation, and consequently spends 10% more money for All Retail purchases, 18% more for Food, 24% more for Furniture, Furnishings and Appliances, and 84% more for Apparel than the average family in the rest of the United States.

Within the most profitable sales areas of New York, Chicago and Philadelphia—where competition is keenest and sales rewards are greatest—*there is no substitute* for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

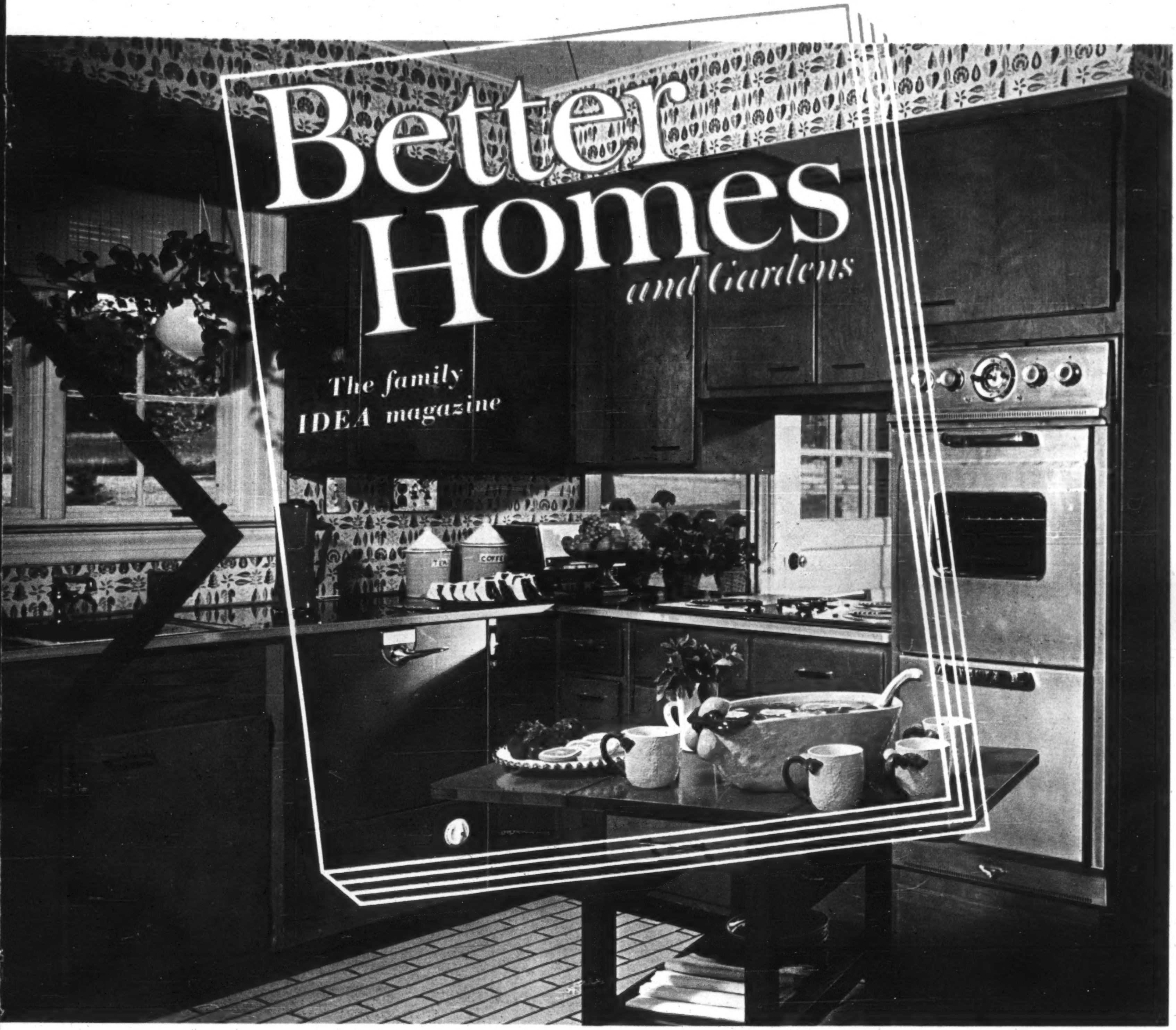
NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Where America shops for ...The

Better Homes and Gardens...

NOW 5 EDITIONS AND OVER **5,000,000 COPIES** EVERY MONTH

ideas that make SALES
family IDEA magazine



BH&G editorial pages are action-packed with ideas compellingly presented

When people with an urge to change things get together with ideas that say, "Here's how!"–that's where a sale begins! Showing people *how* is Better Homes and Gardens' major mission.

You won't find fashions or fiction or reports on world events in *the family idea magazine*. What you *will* find is what nearly sixteen million men and women readers look for each month–*ideas.*

During the year, a third of America–the top-spending, family-centered third–turns to BH&G for ideas they can turn into action. Ideas they can use in their homes, their gardens, wherever they're together as a family. This makes Better Homes and Gardens a very profitable place for advertisers to be! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Ralph DeGidio for his personal progress in rising from buyer to Assistant Branch Manager, as Miller's Super Markets grew to a regional chain of 40 Super Markets in Denver, Colorado Springs, Pueblo, Boulder, Greeley and Cheyenne, and became a branch of National Food Stores.

For years, KLZ Radio has been used by Miller's Super Markets—with at least 45 announcements each week.

Let KLZ Radio sell for you in the rich Denver-Rocky Mountain area.

Ralph DeGidio

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

(Continued from Page 68)

sales rose to more than $20,000,000, 61.5% up.

Convenience foods account for 10% or 20% of the annual shopping bill. And convenience foods are supposed to grow at twice the rate for food in general. By 1970, consumers are estimated by some sources to be spending $110 billion for food products. Continental Can's interest is obvious: The cook-in pouch for frozen foods is a hot item. "Laminations"—foil, plastic or paper combinations—are expected to provide the bulk of the gain, and are estimated to rise 12% in 1960 sales volume, 11% in 1961, while the total market for flexible packaging will go up about 6.5%.

■ The convenience story comes across strongly in the story of instant coffee. The postwar world turned out to be just right for the instants; soluble coffee is now used by about one-fourth of all American coffee drinkers. It now amounts to about 30% of all the coffee dollar volume in the food chains. The mixes revolutionized the baking field. Both the instants and the mixes represented sizable advantages for the national brand advertiser against the local or regional coffee marketer or miller.

Grocery Advertising in Newspapers

1950-'59

1950	$123,354,000
1951	127,481,000
1952	120,825,000
1953	133,131,000
1954	129,446,000
1955	135,824,000
1956	149,011,000
1957	149,790,000
1958	148,966,000
1959	154,540,000

Note: Grocery was the biggest advertising product group in newspapers, 1950-53. Since 1954, it has been second only to automotive.

Changed patterns—including changed legislation—make a difference. Margarine has moved steadily upward, once it was permitted to look like butter. Its penetration varies from chain to chain. *Chain Store Age* recently analyzed dairy department sales of five chains and found two where margarine sales were equal to, or more than, butter. In the other three chains, butter outsold margarine by two to one or three to one. Nowadays margarine sales probably account for 5% to 10% of a dairy department's sales, with butter holding around 11%.

■ The wonderful thing about the food business is the way it responds to promotion. This has made it possible to spend the money involved in product research and development and to recoup it through aggressive and imaginative advertising and selling. Not only does volume soar, but earnings go right along. Perhaps no stronger case could be made for investment in advertising than the record of General Foods Corp.:

(In Millions)

Year	Advertising	Sales	Profits
1951	$ 43.5	$ 532.8	$26.4
1955	75.0	931.0	31.7
1959	110.0	1,087.0	61.07

In Nine Years, Sara Lee Builds $25,000,000 Sales

CHICAGO, Sept. 28—Back in 1951, Charles Lubin and his brother-in-law, Arthur N. Gordon, owners of a small bake shop chain here, decided to test their thesis that fresh bakery goods with top-quality ingredients could be mass marketed with daily delivery.

They started a wholesale operation with Mr. Lubin as president and named it Kitchens of Sara Lee after Mr. Lubin's daughter.

The first year, with cream cheese cake as the only product, the company grossed $400,000. Since then, both sales and products have expanded rapidly. By 1958 sales had hit $12,000,000, reached $15,000,000 in 1959 and in the 1960 fiscal year ended June 30 sales were $25,000,000. Advertising has gone from $100,000 in 1951 to more than $1.-

(Continued on Page 74)

SIRLOI
FRESH GROUND BEEF

You're in
...in Indiana
with the STAR
and the NEWS

Whether you're selling beefsteak or broadlooms . . . you can sell your brand easier, quicker in this $3.8 billion, 45-county market with The Star and The News.

In 1959, this great morning and evening newspaper combination carried 72.18% of retail food and 80.9% of department store lineage.

The Indianapolis Star
Morning & Sunday
The Indianapolis News
Evening

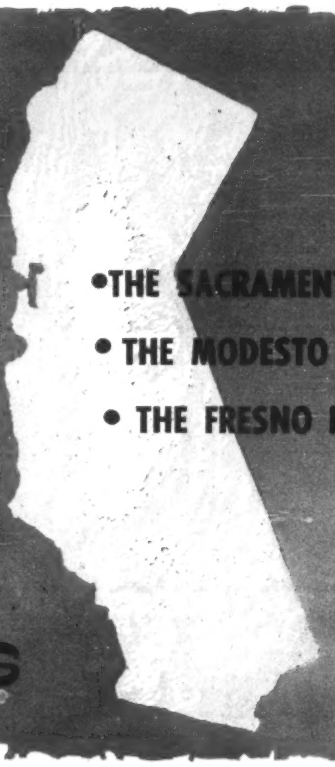
KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

Boomerang!

SEE PAGE 85

Something Missing

... like California without the Billion-Dollar Valley of the Bees



- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

- **Actually total effective buying income of more than 3½ billion.**
- **Greater Food sales than each of 25 states.**

California's inland valley is like a state unto itself. To cover this 3½ billion dollar market you need the three Bees, each the strong local favorite in its part of the valley.

Data Source: Sales Management's 1960 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

000,000 in 1959 and $2,000,000 in the year ahead.

(The company has been a subsidiary of Consolidated Foods Corp. since 1956.)

■ The expansion of the line has progressed steadily. Pecan coffee cake, the most popular in the company's baking line, bowed in 1952. With this product Sara Lee introduced the aluminum foil package, developed with Ekco, which it uses for all its bakery products. Before that, the company had been told such a package was impossible. Six other bakery products have been introduced since then.

In 1954, Sara Lee began freezing its cakes and started coast-to-coast distribution. Distribution became completely national three years ago. All cakes are baked in Chicago and frozen for distribution outside the area.

Last spring Sara Lee began testing a non-bakery product, a frozen chicken main dish in a boilable plastic bag. The product currently has distribution in the East, Chicago and Texas.

On Oct. 9, the company will launch a campaign in the Metro Comics Group suggesting housewives warm Sara Lee cakes in the oven to get the full butter flavor.

Cunningham & Walsh is the agency. #

Note . . .

With the exception of California Packing, R. T. French Co. and Liebmann Breweries, the first 50 companies, their sales and total advertising figures, were drawn from AA's list of the 100 leading advertisers published earlier this year. Figures for the above-named three advertisers were gathered by AA specifically for this table.

These top 50 figures differ significantly from the figures of the second 50 advertisers in that expenditures listed for the second 50 group are in measured media only, while the top 50 expenditures—often AA estimates—include all forms of advertising. AA has classified cigaret, paper and beer companies as food field advertisers, because of substantial sales in those markets.

Ad Expenditures of 100 Leading Food Advertisers, 1959

Including Sales and Advertising Per-Cent-of-Sales for Top 50

RANK	ADVERTISER	EXPENDITURE	SALES	% OF SALES
1	Procter & Gamble Co.	$123,000,000	$1,441,580,293	8.5
2	General Foods Corp.	103,000,000	1,087,076,000	9.5
3	Lever Bros. Co.	91,000,000	409,600,000	22.2
4	Colgate-Palmolive Co.	[1]70,000,000	[1]285,526,000	24.5
5	American Home Products	65,000,000	420,843,000	15.4
6	R. J. Reynolds Tobacco Co.	49,000,000	1,286,855,943	3.8
7	American Tobacco Co.	40,000,000	1,161,376,858	3.4
8	National Dairy Products Corp.	39,000,000	1,493,180,000	2.6
9	General Mills	35,500,000	537,818,050	7.0
10	Liggett & Myers Tobacco Co.	32,000,000	554,936,026	5.8
10	P. Lorillard Co.	32,000,000	490,873,749	6.5
12	Kellogg Co.	29,500,000	242,410,406	12.2
13	Brown & Williamson Tobacco Corp.	28,000,000	[2]450,000,000	6.2
14	Borden Co.	27,000,000	941,326,495	2.9
15	Philip Morris Inc.	26,000,000	460,495,000	5.6
16	Standard Brands Inc.	25,500,000	521,758,239	4.9
17	Campbell Soup Co.	25,000,000	496,538,832	5.0
18	Pillsbury Co.	23,500,000	[3]373,818,795	6.3
19	Anheuser-Busch Inc.	22,500,000	382,724,798	5.9
19	Coca-Cola Co.	22,500,000	342,257,378	6.6
21	Corn Products Inc.	22,000,000	[4]479,272,793	4.6
21	National Biscuit Co.	22.000,000	428,980,785	5.1
23	Quaker Oats Co.	18,289,000	[5]322,163,000	5.1
24	Continental Baking Co.	17,114,695	385,941,474	4.4
25	Armour & Co.	16,200,000	1,869,801,148	0.9
26	S. C. Johnson & Son	15,900,000	[2]95,000,000	16.7
27	Jos. Schlitz Brewing Co.	15,500,000	[2]249,000,000	6.2
28	Pepsi-Cola Co.	15,010,000	157,769,109	9.5
29	Swift & Co.	15,000,000	2,481,627,000	0.6
30	Ralston Purina Co.	14,500,000	[7]530,517,672	2.8
31	Nestle Co.	14,000,000	[2]155,000,000	9.0
32	Beech-Nut Life Savers Inc.	13,050,000	115,568,322	11.3
33	Carnation Co.	12,400,000	396,282,502	3.1
34	Falstaff Brewing Corp.	10,700,000	154,083,666	6.9
34	Scott Paper Co.	10,700,000	297,159,550	3.6
36	H. J. Heinz Co.	10,275,000	[8]340,223,700	6.2
37	Wm. Wrigley Jr. Co.	10,000,000	92,568,331	11.0
37	Lestoil Products Inc.	10,000,000	24,500,000	42.0
39	Carling Brewing Co.	[9]9,340,000	[9]211,971,167	4.4
40	Kimberly-Clark Corp.	9,000,000	[8]403,758,696	2.2
41	Seven-Up Co.	8,657,070	[2]11,000,000	78.7
42	Pabst Brewing Co.	8,500,000	146,532,829	5.8
43	Thomas J. Lipton, Inc.	[2]8,000,000	[2]100,000,000	8.0
44	American Chicle Co.	7,500,000	377,702,000	11.0
44	Theo. Hamm Brewing Co.	7,500,000	[2]135,000,000	5.6
44	California Packing Corp.	7,500,000	346,285,000	2.2
47	Liebmann Breweries	[2]7,000,000	[2]97,700,000	7.2
48	R. T. French Co.	[2]6,650,000	[2]62,000,000	10.7
49	J. A. Folger & Co.	6,600,000	[2]110,000,000	6.0
50	Wesson Oil & Snowdrift	6,200,000	[10]160,524,203	3.9

RANK	ADVERTISER	MEASURED MEDIA EXPENDITURE
51	Florida Citrus Commission	$5,200,000
52	Canada Dry	4,673,022
53	Libby, McNeill & Libby	4,030,047
54	Texize Chemicals Co.	4,000,000
55	F. M. Schaefer	3,935,264
56	American Dairy	3,882,517
57	Gerber Products	3,847,154
58	P. Ballantine	3,648,002
59	Minute Maid	3,554,179
60	Purex Corp.	3,421,517
61	B. T. Babbitt	3,374,486
62	Fels & Co.	3,344,640
63	Interstate Bakeries	3,306,231
64	Pet Milk Co.	3,274,948
65	Hills Bros. Coffee	3,273,646
66	Drackett Co.	3,252,865
67	Miller Brewing	3,140,960
68	National Grape Co-op Assn.	2,923,290
69	Great Atlantic & Pacific	2,836,187
70	Food Manufacturers Inc.	2,769,580
71	Royal Crown Cola	2,740,110
72	Lucky Lager Brewing	2,719,113
73	Jacob Ruppert	2,650,806
74	American Bakers	2,513,041
75	National Brewing	2,354,699
76	Duffy-Mott	2,285,678
77	Langendorf United Bakeries	2,249,790
78	Piel Bros.	2,125,181
79	Star Kist Foods Inc.	2,084,912
80	Hawaiian Pineapple Co.	2,066,686
81	Green Giant	2,041,763
82	Mars Inc.	2,012,104
83	Paxton & Gallagher	1,963,515
84	Morton Salt	1,901,615
85	Stokley-Van Camp	1,894,069
86	Derby Foods	1,886,115
87	Stroh Brewing	1,858,005
88	Quality Bakers	1,795,360
89	Brillo Mfg.	1,774,515
90	Jackson Brewing	1,773,416
91	American Sugar	1,698,018
92	Pam Industries	1,668,486
93	Foremost Dairies	1,658,066
94	John Morrell	1,644,306
95	Burgermeister Brewing	1,625 885
96	Safeway Stores	1,620,888
97	Beatrice Foods	1,599,210
98	Duquesne Brewing	1,570,103
99	Olympia Brewing	1,559,587
100	Continental Wax	1,542,161

[1] Domestic figures only

[2] Estimated by AA

[3] Fiscal year ended May, 1960

[4] U. S. & Canada only

[5] Fiscal year ended June, 1959

[6] Fiscal year ended July, 1960

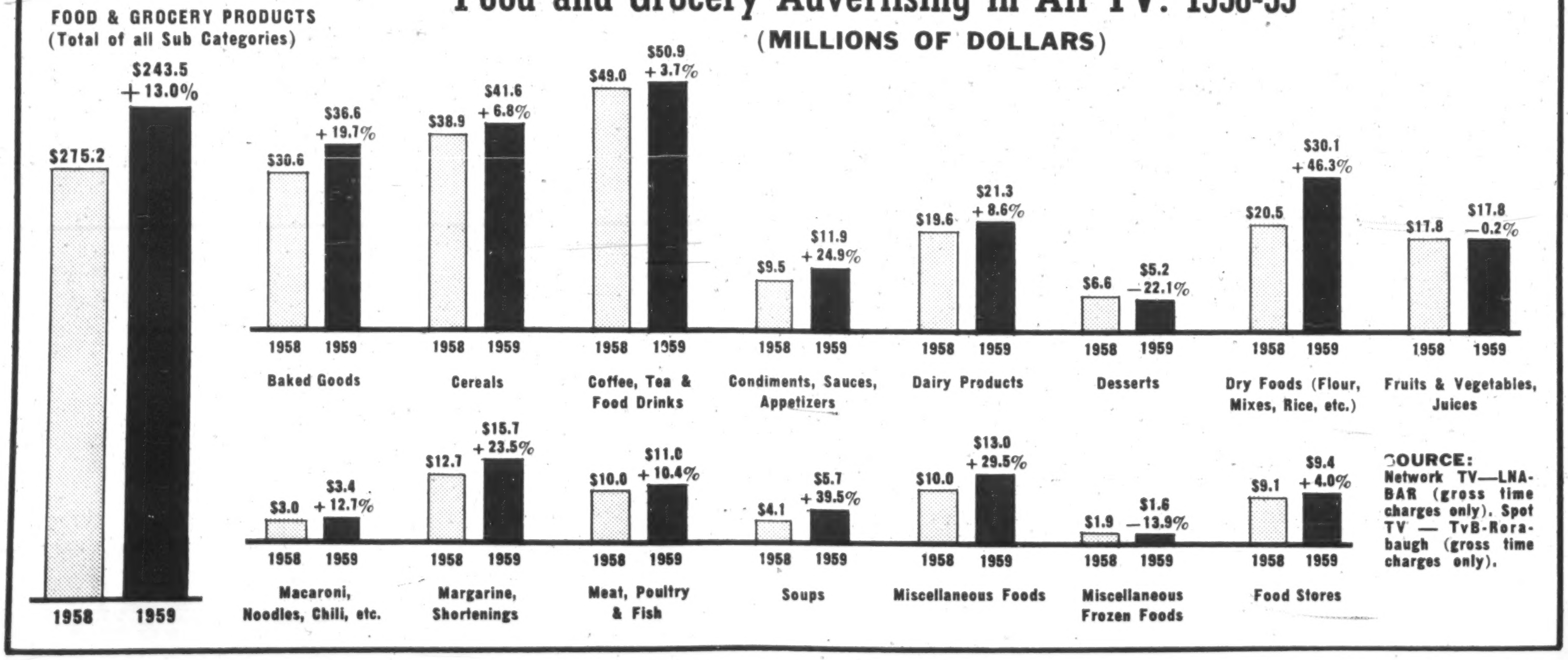
[7] Fiscal year ended Sept. 1959

[8] Fiscal year ended April, 1960

[9] Sales figures for Canadian Breweries Ltd., parent company of Carling. Ad figures for Carling Brewery.

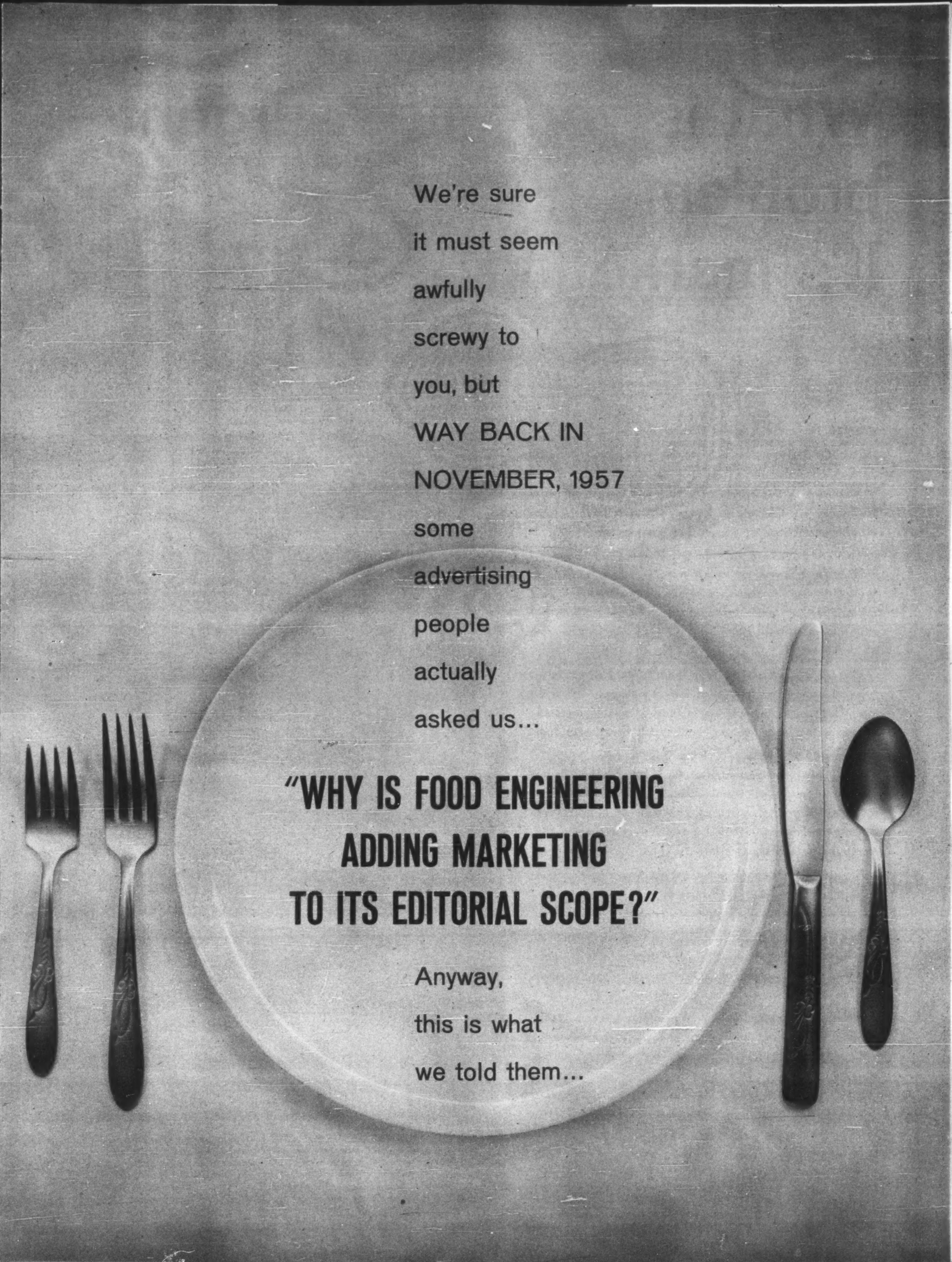
[10] Fiscal year ended Aug. 1960

Food and Grocery Advertising in All TV: 1958-59



SOURCE: Network TV—LNA-BAR (gross time charges only). Spot TV — TvB-Rorabaugh (gross time charges only).

GOING UP—*Food advertising rose 13% on television (spot and network combined) last year, chart shows. The heaviest advertised food category was coffee, tea and food drinks—up 3.7% to $50,900,000. Cereals were next—up 6.8% to $41,600,000. Separate charts for spot tv and network are on Page 78.*



We're sure
it must seem
awfully
screwy to
you, but
WAY BACK IN
NOVEMBER, 1957
some
advertising
people
actually
asked us...

"WHY IS FOOD ENGINEERING ADDING MARKETING TO ITS EDITORIAL SCOPE?"

Anyway,
this is what
we told them...

What is your most urgent problem right now? It's marketing, isn't it?

NOVEMBER, 1957 . . . G. E. Riddell, Publisher, announces a vital change to readers and advertisers in FOOD Engineering's concept and content . . . adding editorial coverage of marketing.

Marketing is the monkey on every food management man's back today — production boss or packaging engineer or whatever his job. When the "Sixties" hit — watch out!

That's why it's high time marketing moved into this magazine. No, not *instead* of something else, but *in addition to* everything else. *An added value* for all readers and for all advertisers . . . marketing intelligence integrated with our editorial authority in manufacturing, packaging, engineering and technology.

Our readers demand it. From here in, they've got to fill two dimensions. Not only must a food management man be tops in his special function, now he must be capable of holding his own in the "give-and-take" between all management functions. In short, he's got to be "a whole man."

That's why management interests belong together in this publication just as they live together every day in every major food plant on your prospect list. This does not mean that suddenly the technologist becomes a whiz kid on package visibility. Or that sales managers start acting like sanitation experts.

Nor are we as concerned about making marketing men better marketing men as we are in making other key people brighter on marketing's place in *their* picture.

And this is precisely how we will look at management problems from this November, 1957 issue forward. No blinders, no one-track minds. Each of our editors, regardless of his specialized abilities, must also be "a whole man."

We're glad you asked us why we're adding marketing to the pages of this leading publication. Today FOOD Engineering is the only magazine *for better management in manufacturing, packaging and marketing*. Frankly, the only question that might embarrass a business publisher these dynamic days is . . . "Why hasn't *your* magazine changed?"

IN 36 FAST MONTHS SINCE THIS STATEMENT . . . FE scored many marketing "firsts," took the lead in the battle between advertised brands and private labels. Consistently we've made news with . . . *"Consumers Call Tune for Borden's Strategy for '60's"* . . . *Carling Climbs Fast — by Outflanking Market Risks"* . . . *"Are You Set to Ride the Youth Boom?"* . . . *"Interurbia — Brand Battle Salient."* How did management react? Readership scores — consistently high.

FOR 33 SOLID YEARS, SUCCESSFUL PARTNER IN PRODUCTION... Since the very first issue, a working associate of plant management men, engineers and technologists, sharing their responsibility to produce a better product at a better profit. No wonder FE has always been voted No. 1 in all independent food publication preference studies. Today it is a stronger production paper than ever. Ask your own best customers and prospects.

TO SELL THE FOOD INDUSTRY AT A PROFIT TODAY ...THINK AND ACT LIKE A FOOD MANAGEMENT MAN

To step up your "net" from the $75 billion food industry, you must think in "whole man" terms today . . . the way FOOD Engineering has proved food management men think and act — and *buy*.

Then, you must talk to them in their own language . . . in their own business magazine.

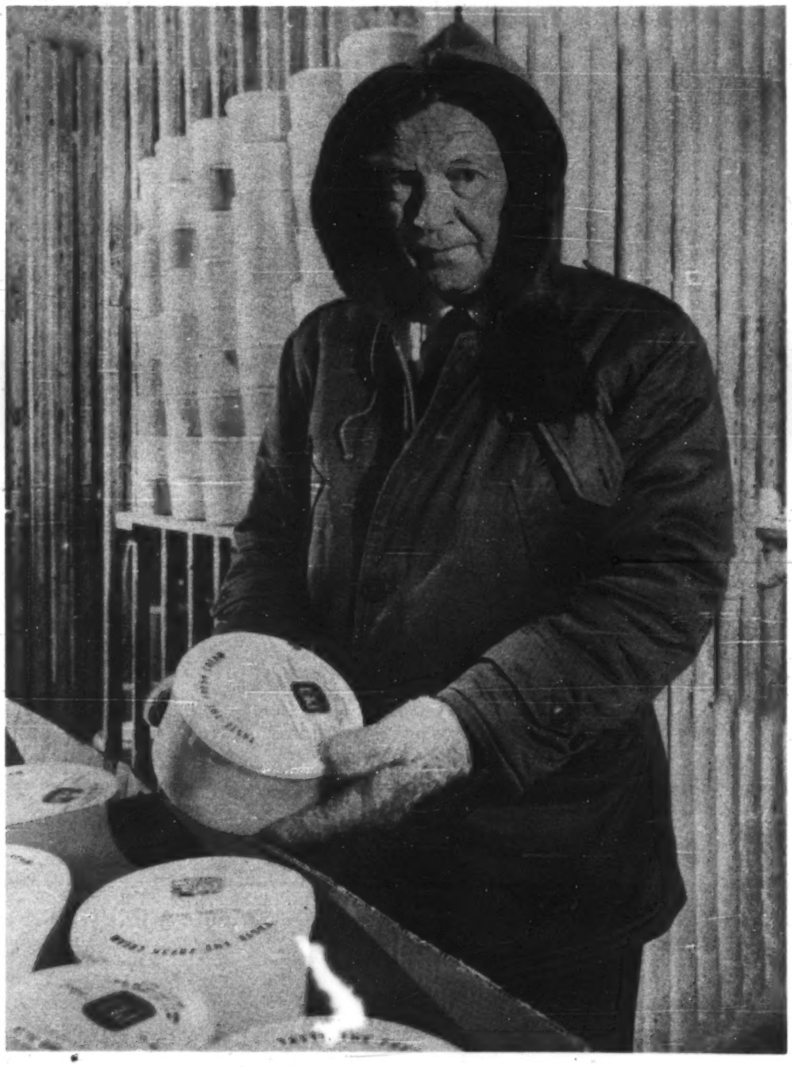
There is only one *management* medium in this field.

One that guarantees you *38,000 management circulation* (December 1960). One acknowledged *the technical, engineering leader*. One that puts *marketing* in its proper perspective in the complete food package. One capable of demonstrating *actual sales results* — not just inquiries, but specific "orders" for specific advertisers. *(Ask for your copy of "Action/Reaction.")*

One, *only one* . . . FOOD Engineering!

And now, the only food management publication offering you, personally, the invaluable, unmatched facilities of CHILTON's M-A-P . . . the same stature of marketing assistance provided by The Iron Age in metalworking, by Automotive Industries and Hardware Age in their fields.

We welcome substantial new space contracts from sellers of ingredients, equipment, packaging materials, plant supplies, marketing services, (What do you want to sell?) . . . for 1961, or *sooner*.

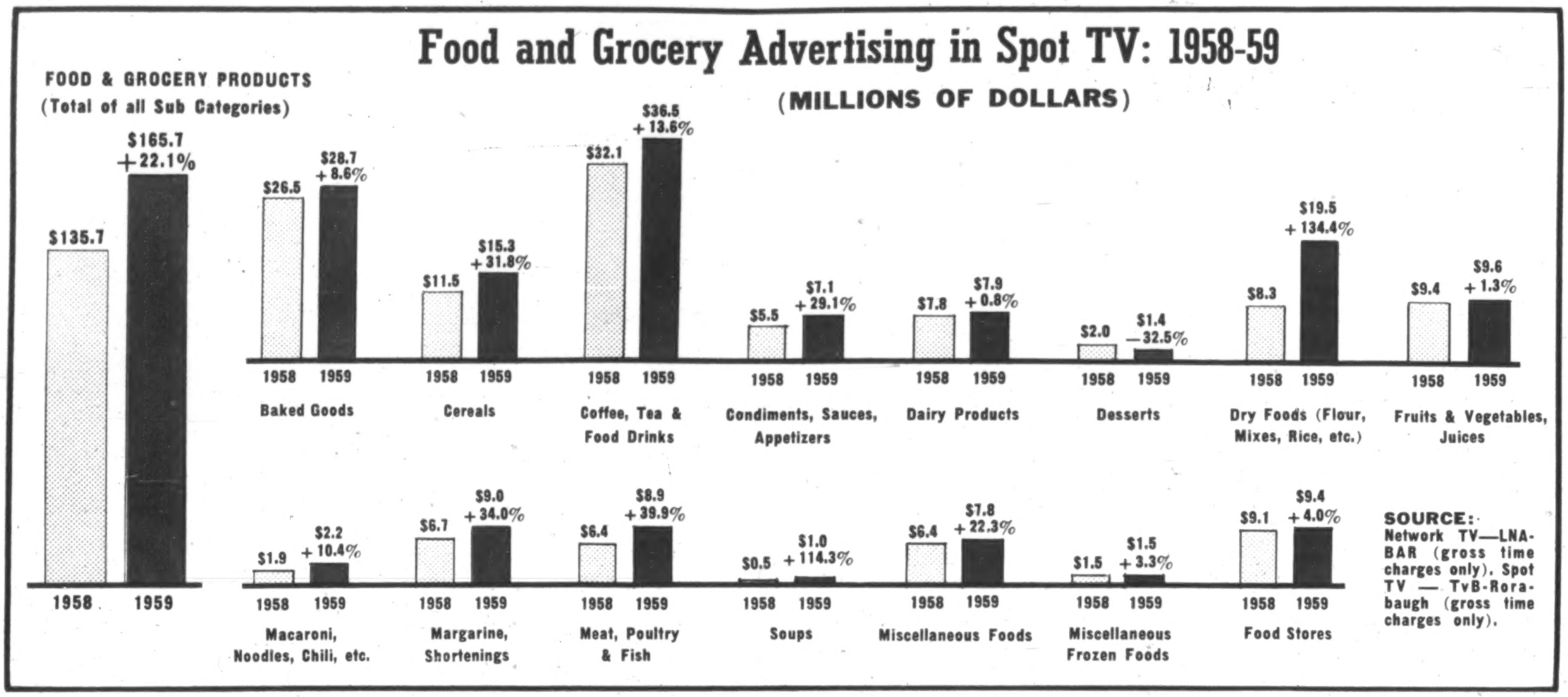


PACKAGING, COMPLETE COVERAGE, OUTSIDE TO INSIDE... FE's editorial approach to packaging is the most intelligently planned of any business publication . . . design, salability, materials, resistance to moisture and handling, technical requirements . . . feeding right through the plant packaging line, equipment, maintenance, costs. Here again is our "whole man" concept at work in print.

A CHILTON PUBLICATION, CHESTNUT & 56TH STS., PHILADELPHIA 39, PA.

FOOD
ENGINEERING

Better Management in Manufacturing
Packaging and Marketing

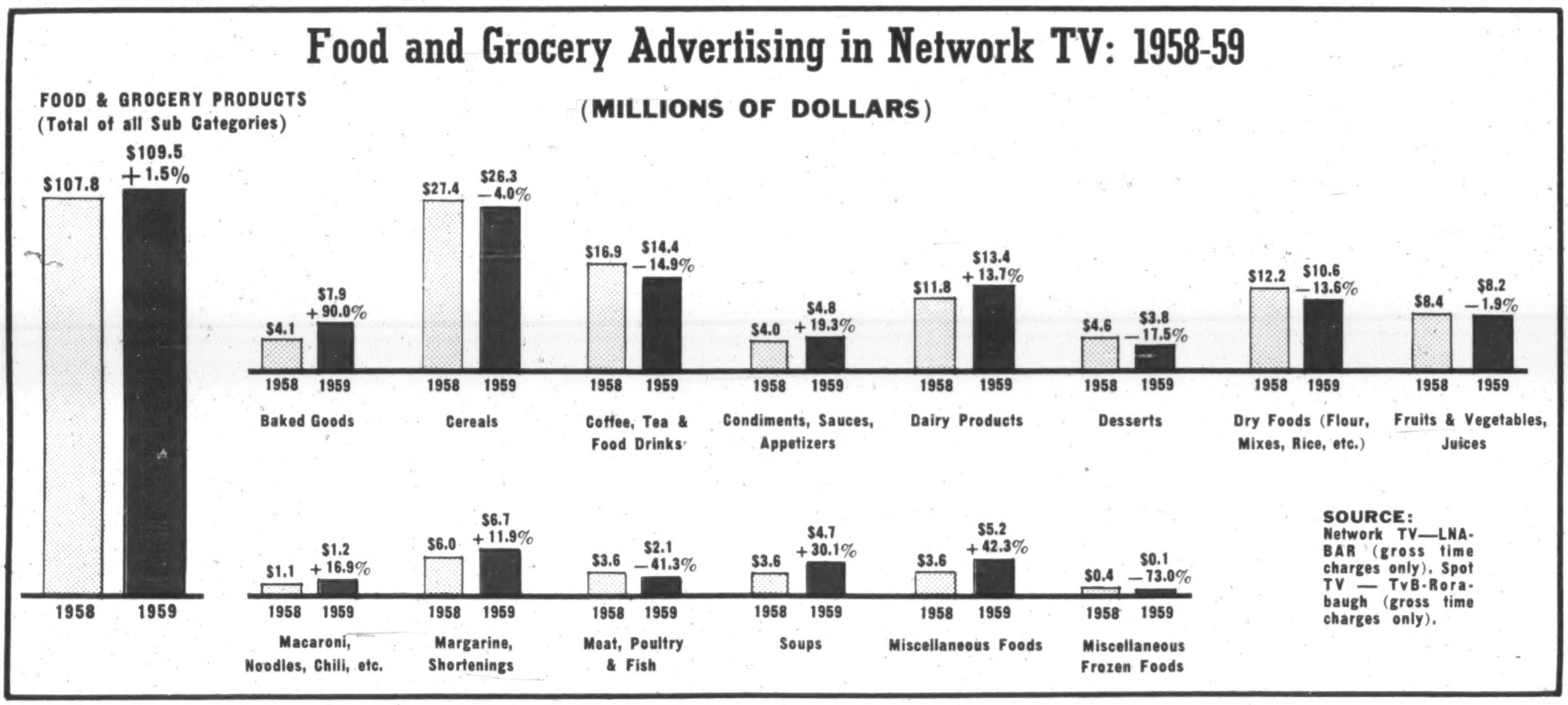


Food and Grocery Advertising in Spot TV: 1958-59

(MILLIONS OF DOLLARS)

SOURCE: Network TV—LNA-BAR (gross time charges only). Spot TV — TvB-Rorabaugh (gross time charges only).

HOW FOODS STACK UP IN TV—*These charts show how leading food categories used tv in 1958-59. In spot tv, coffee, tea and food drinks and baked goods were big advertisers, double or triple network tv, whereas soup advertising on nets was four times that on spot tv. Spot tv showed the bigger increase—22.1%, and total—$165,700,000.*



Food and Grocery Advertising in Network TV: 1958-59

(MILLIONS OF DOLLARS)

SOURCE: Network TV—LNA-BAR (gross time charges only). Spot TV — TvB-Rorabaugh (gross time charges only).

Since 1949, Duncan Hines Becomes Magic Name in Selling Cake Mixes

ITHACA, N.Y., Sept. 28—What's in a name?

Plenty, judging from the success of the Duncan Hines cake mix line, one of the big postwar success stories of the food industry.

Ten years ago there were no cake mixes bearing the Duncan Hines label. Today, the brand has advanced in this highly competitive market to the point where its layer cake mixes outsell all other comparable competing brands.

In the total cake mix business, now running at an annual retail pace of $170,000,000, Duncan Hines ranks third behind Pillsbury and Betty Crocker. Cake mix sales have advanced 300% since 1950.

▪ Duncan Hines as a brand name for packaged products was created by Roy H. Park, publisher and advertising agency proprietor of Ithaca, N.Y. Mr. Hines, who died last year at the age of 78, had established himself as America's foremost where-to-eat authority as a result of the restaurant guides he began publishing in 1935.

Roy Park convinced Mr. Hines that it would be a good idea to license his valuable name to food companies in need of a recognized brand name. The result was Hines-Park Inc., formed in Ithaca in 1949.

▪ The Duncan Hines name proved to be a powerful magnet. Before long, Hines-Park had more than 100 licensees making some 200 products.

The cake mixes, made and marketed by Nebraska Consolidated Mills, Omaha, quickly proved to be the product category with the greatest potential.

By the end of 1952, Duncan Hines foods were selling at the annual rate of $25,000,000, with the cake mixes accounting for about $10,000,000 of this volume. By mid-1953, the cake mixes had advanced to an annual sales rate of $12,000,000, and Nebraska Consolidated was claiming 10% of national sales of white, yellow and devil's food cake mixes.

The mixes at that time still had only regional distribution—primarily in midwestern markets. Gardner Advertising, St. Louis, handled the Duncan Hines introduction for Nebraska Consolidated. The account first became a $1,000,000 one in 1953.

▪ The advertising emphasized a quality story, linked to the Duncan Hines reputation. It was Duncan Hines advertising that first urged housewives to use fresh eggs as being "vital to a better cake."

Mr. Hines himself toured the Midwest to promote the line, and his picture was featured prominently in the advertising and on the package.

Nebraska Consolidated continued to advance market by market but it soon became apparent to the company that it had a tiger by the tail—a tiger that it could not control. Primarily a flour miller, the Omaha company had had little or no experience in consumer marketing, particularly on the national level. It soon found itself spending $3,000,000 annually to promote the cake mixes, with national distribution still a long way off.

Nebraska Consolidated made up its mind that it had gotten involved in the wrong business.

▪ It was then that Procter & Gamble entered the picture. P&G had noted that shortening sales (it has the top brand in this market with Crisco) were falling off year by year, and it became interested in adding food lines to its grocery list.

P&G took over the Duncan Hines cake mix business from Nebraska Consolidated in August, 1956. As part of the deal, it acquired the entire Hines-Park licensing operation in Ithaca.

▪ With a vast fund of experience in the promotion of consumer package goods, P&G took the cake mixes market by market, concentrating its fire in television spots and large units in rotogravure newspaper sections, until national distribution was finally achieved early this year.

One of the first moves made by P&G was the appointment of Compton Advertising, a regular member of the P&G family of agencies, to handle the cake mix advertising.

However, Gardner Advertising continues to handle special Duncan Hines mixes and has thus become a P&G agency.

▪ Last year, when Duncan Hines rose to the top in the layer cake division, P&G spent some $7,000,000 in spot television to promote the cake mixes—a far cry from the Nebraska Consolidated days. #

SOLD BY THE HERALD
this is HERALD LAND!
A market bigger than any of 29 entire states
BREVARD
MELBOURNE
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST. LUCIE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
BROWARD
LAUDERDALE
HOLLYWOOD
DADE
MIAMI BEACH
MIAMI
MONROE
KEY WEST

HERALDLAND

...biggest food market in the entire South

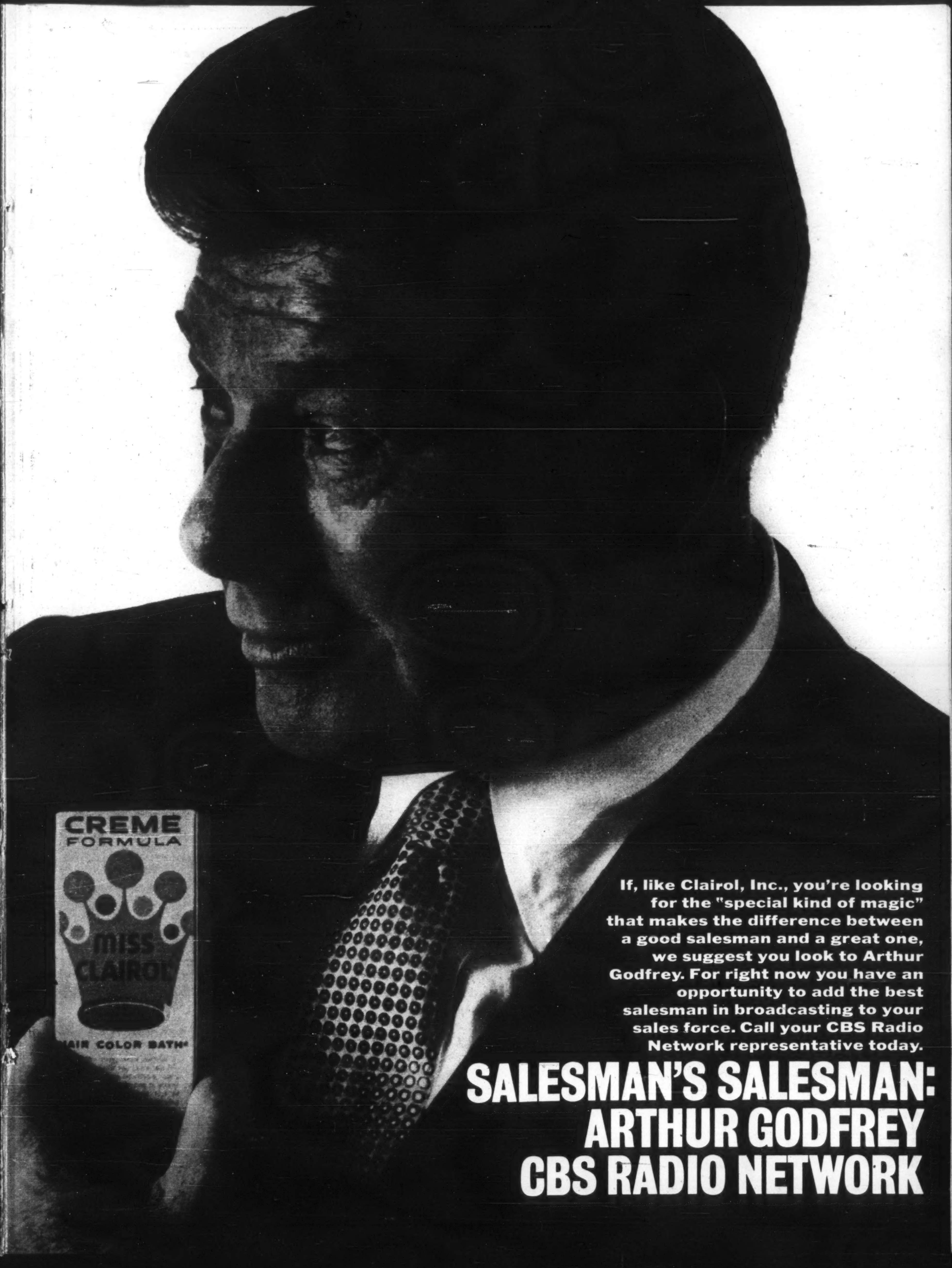
Retail food sales total $576 million—45% more than Houston Metro County market and more than the combined sales in Atlanta and New Orleans Metro County areas. Your food ads will carry more weight in The Miami Herald — consistently first in the nation in food advertising — the South's biggest and most influential newspaper.

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

“Since October, 1959, Arthur Godfrey has been selling Miss Clairol. We've had a selective market in hair coloring most of our business life. Godfrey has helped importantly to turn this from a selective to a mass market. **He's got a very special kind of magic with the women of this country.** In five months, Arthur Godfrey has helped increase our Nielsen four points. We think this is pretty staggering. Consequently, we like Arthur Godfrey.”

Mr. Bruce Gelb,
Marketing Vice President,
Clairol, Inc.


CREME
FORMULA
MISS
CLAIROL
HAIR COLOR BATH

If, like Clairol, Inc., you're looking for the "special kind of magic" that makes the difference between a good salesman and a great one, we suggest you look to Arthur Godfrey. For right now you have an opportunity to add the best salesman in broadcasting to your sales force. Call your CBS Radio Network representative today.

SALESMAN'S SALESMAN: ARTHUR GODFREY CBS RADIO NETWORK

it's a Fact

FOOD IS BIG BUSINESS IN MONTREAL

Montreal leads all Canadian cities in per capita food consumption and the Star leads all Montreal newspapers in volume of grocery advertising. Here is a rich market served by a top medium — a business-getting combination for any food advertiser.

The Montreal Star

Represented nationally by

O'Mara and Ormsbee Inc.

They're Quick to Try New Products . . .

Heavy Buyer Groups Vital in Food Selling

These Consumers Buy More Deals in Many Product Classes

Market Research Corp. of America reports that it maintains the only continuing measure of consumer purchase patterns. With this in mind, ADVERTISING AGE asked Curtis C. Rogers, president of the Consumer Panel division of MRCA, to answer a series of questions concerning heavy food buyers, their brand loyalties, their menu habits and other characteristics. MRCA ran off special tabulations to provide answers to AA's queries and they are reported below.

Naturally, food manufacturers need to know how well they are doing stacked up against their competitors in the over-all marketplace, but it seems equally important for the manufacturer—especially his advertising planners—to know how his individual market breaks down, which consumers are his heaviest customers, and how to cultivate heavy buying households which could give him up to 20 times more business than other households.

Curtis C. Rogers

Q. How does MRCA locate a market concentration?

A. We classify families according to the amount they spend in a product class. Then we select the heaviest buyers. Then we define these heavy buyers according to significant characteristics (age of housewife, number of children in family, income, occupation, education, size of city, region of the country, etc.).

Q. To what extent do heavy buying families dominate purchases in some product classes?

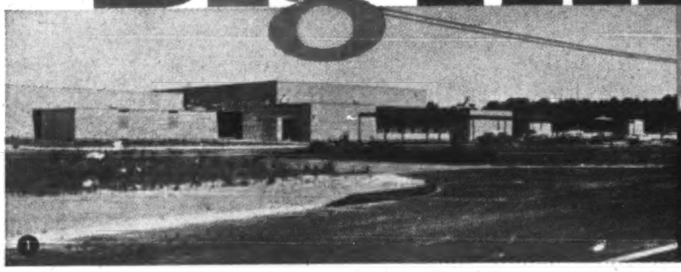
A. As a rule of thumb, one-third of the households buying a product account for approximately two-thirds of the dollar volume. This ratio holds true for "staple" items such as regular coffee, vegetable shortening, ready-to-eat cereals, or dentifrices, and for less widely used products such as shampoo, frozen meat pies or aluminum foil.

Exceptions are those product classes where the top third of the buyers account for as much as three-fourths or more of the purchase volume. This pattern prevails principally in food items having more than one end use (i.e., non-fat dry milk is used both as a beverage and as a cooking ingredient).

Q. Do the heavy buyers of one product have the same characteristics as those of another and if so, what are these characteristics?

A. Heavy buyers tend to vary from product class to product class in makeup and numbers. For example, heavy buyers of some staple items tend to be in the middle and lower income groups, large families, and families where the husband has a "blue collar" job. Heavy buyers of many convenience

BIG THINGS



1

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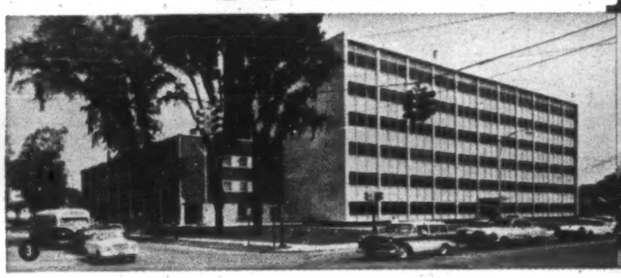
are happening



3

4

in Muskegon

MUSKEGON IS GREAT FOR NEW INDUSTRY

5

6

NEW

1 $2,000,000 Orchard View High School
2 8,000 Seat Municipal Sports Arena and Convention Center
3 $3,000,000 County Building
4 Medical Arts Center
5 Meijer Super Market
6 Brunswick Pinsetter Plant

New construction and high employment—24,700 in industry, 48,900 total—mean lots of business in Muskegon right now! There's a big continuing market in cars, housing, appliances, home furnishings, foods and all types of consumer goods . . . You can reach and influence 99% of all families in the Muskegon metropolitan area with advertising in The Muskegon Chronicle. Put the blanket market coverage of its 45,000 circulation to work for you now.

"BEST FOR NEWS AND ADVERTISING TOO"

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Voomerang!

SEE PAGE 85

In Los Angeles, the nation's second largest food market, The **Los Angeles Times** carries your advertising into more homes every day than **any radio program**, than the average **nighttime network television program**—and, of course, than **any other newspaper.** That's why your food advertising dollars belong in The **Los Angeles Times.** Daily, 523,626; Sunday, 913,042.

"TEXTURES OF LOS ANGELES -2," CAMERA ARTIST-SUGASAWARA

3 for
29
SPAGHETTI - MEAT BALLS
CAT FOOD

REPRESENTED BY CRESMER & WOODWARD • NEW YORK / CHICAGO / DETROIT / ATLANTA / SAN FRANCISCO products tend to be upper income families residing in urban areas, three and four member families, and employed housewives.

Generalizations, however, can be misleading. The factors that make for heavy buying are economic, sociological and psychological, and these shift in importance according to the product. For example: Negro families, although below average in income, are proportionately much heavier buyers of refrigerated biscuits than white families. They also buy more frozen vegetables than their white counterparts. But they are not heavy buyers of TV dinners.

As far as numbers are concerned, the more general the use of a product, the larger the total of heavy buyers. Here is a list of some heavy buyer families for 19 products for a three-month period, the percentage of the total U.S households they represent and their percentage of total expenditures.

	Heavy Buyers	
	% Total Households	% Dollar Expenditures
Aluminum Foil	13%	53%
Cake Mixes	16	57
Canned Fruits	21	58
Canned Soups	19	56
Dentifrices	14	47
Floor and Furniture Polishes	12	54
All Purpose Flour	16	64
Frozen Juice Concentrate	15	63
Frozen Meat, Poultry & Fish Pies	9	63
All Purpose Liquid Cleaners	8	59
Liquid Detergents	12	52
Pet Foods	8	59
R-T-E Cereals	18	56
Regular Coffee	18	49
Shampoo	10	50
Toilet Soap	19	52
Toilet Tissue	20	48
Vegetable Shortening	12	52

Q. Do the number of families in a heavy buyer group remain fairly stable from year to year? What about their characteristics and dollar expenditures?

A. As might be expected in a dynamic economy, changes in buying patterns occur in almost every product class over the years. These changes affect the number, makeup and dollar expenditures of heavy buyer families and may occur gradually or take place suddenly depending on such factors as:

1. Changes in income levels.
2. Increased popularity of dishes including the product.
3. Increased use for the product (e.g., salad oil is now used extensively in frying).
4. Influence of competitive new products or brands.
5. Effects of advertising.

The presence of these factors underscores the need for marketing men to keep constant tabs on market concentrations to spot changes in the characteristics which identify heavy buyers.

Q. Are these families more likely to react to deals and other types of price promotions?

A. Much depends on the nature of the deal and the specific product. In many product classes heavy buyers do tend to be more frequent purchasers of deals.

In product classes where dealing is very widespread, however, the retention as steady customers of heavy buyers attracted via a deal is extremely difficult.

Below is a list of representative product classes and the relative amount of dealing present during the first four months of this year:

Heavy Dealing (Over 20% of Total Transactions Accounted for by Deals):

Vegetable Shortening
Canned Tuna
Regular Coffee
Frozen Fruit and Dessert Pies
Fudge and Frosting Mix
Baking Mixes
Instant Coffee
Liquid Detergents

Medium Dealing (Between 10% and 20% of Total Transactions Accounted for by Deals):

Canned Tomato Products
Syrup
Margarine
Prepared Desserts
All-Purpose Flour
Frozen Juices
Frozen Pre-Cooked Meals
Instant Potatoes
Scouring Cleanser
Toilet Soap

Light Dealing (Less than 10% of All Transactions Accounted for by Deals):

Canned Fruits
Canned Vegetables and Juices (except canned tomato products)
Rice
Food Drinks
Salad Dressing
Ready-to-Eat Cereals
Mustard
Fresh Citrus Fruit
Spaghetti and Macaroni Products
Refrigerated Dough
Frozen Peas
Fresh Fruit Juices
Laundry Starch
Bleach

Q. How about brand loyalty among heavy buyers? Are they more or less likely to switch brands?

A. In many product classes heavy buyers are frequently less loyal than other buyers. How significant this difference may be, however, depends on the amount of brand loyalty that can be expected in a product class.

In some product classes, a family that makes 80% of its annual purchases in one brand, may be considered loyal. In other product classes, 40% would be excellent. The number of brands, frequency of purchase, and the level and type of competitive activity have a direct bearing on the amount of loyalty that can be expected.

Q. How can information on heavy buyers be used to develop marketing strategy? Should special efforts be made to reach the heavy buyer group?

A. Because a heavy household may be worth from eight to 20 times more than a light buyer in terms of expenditures, marketing strategy should take into account whether a brand is getting its

CHICAGO
IS A
FOOD BROKER
CITY

◆

Our organization is geared to provide full coverage to food and allied grocery products manufacturers in Chicagoland.

Our present day brokerage service offers a well-supervised sales staff.

Your inquiry is invited. Be assured that all correspondence will be kept confidential!

Telephone CE 6-9480
or write

IRWIN R. TUCKER CO.
300 W. WASHINGTON ST.
CHICAGO FOOD BROKERS
COMPLETE COVERAGE CHICAGO MARKET

Just for the Little People...
MISS FRAN
from STORYLAND

THE STORYBOARD is Miss Fran's way of giving recognition to the junior artists who have sent in literally thousands of drawings.

MISS Fran and her sparkling puppet friends offer entertainment and educational guidance to a devoted and responsive audience daily. When the little people of the KWTV 54-County Community tune to Miss Fran and her puppet menagerie they find imaginative encouragement to be courteous, respectful, and considerate . . . qualities which make desirable citizens today . . . and tomorrow! An opinion poll of these "little people" would no doubt reflect TV-RADIO MIRROR'S selection of MISS FRAN FROM STORYLAND as "Best Children's Show Southern States."

CBS KWTV
OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

share of these families.

One possibility would be to determine the per cent of total volume accounted for by heavy buyers—then to allocate the same per cent of the marketing budget for efforts aimed at the heavy-buying families.

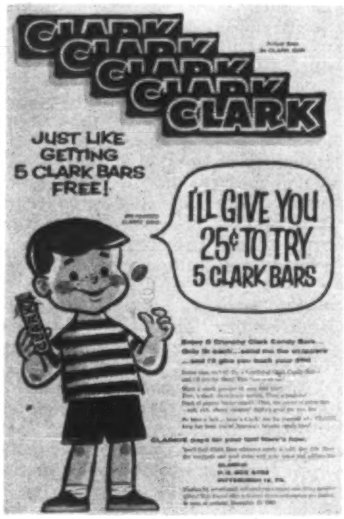
Another would be to "tailor" the brand's package size, formulation, price structure, etc., to the demonstrated preferences of the heavy-buying group.

A third consideration would be to make advertising and merchandising consistent with the way heavy buyers use the product.

Knowing the factors that make for heavy buying, a manufacturer might, on the other hand, decide to concentrate on light buyers or non-users in order to convert them to the heavy buying category.

Whatever the final marketing objectives are, by taking into account the factors that make for heavy buying, a manufacturer can do a better job of

1. selecting media that reach the market concentrations he is aiming at.
2. developing more appropriate advertising messages.
3. merchandising the quantity purchased most frequently.
4. deciding on the most effective type of deal or special promotion.


CLARK
CLARK
CLARK
CLARK
CLARK
JUST LIKE GETTING 5 CLARK BARS FREE!
I'LL GIVE YOU 25¢ TO TRY 5 CLARK BARS

FREE CANDY—*D. L. Clark Co., Pittsburgh, offered a 25¢ refund for five Clark candy wrappers in this ad in the Chicago Tribune. Maxon Inc., Detroit, is the agency.*

Q. You've done a lot of work on menus recently through the National Menu Census. What are some of the things you've learned?

A. For one thing, there are marked differences in purchasing rates by region for basic food products. There are even sharper differences in serving form by region. Tuna may be dominantly a sandwich filling in one area as opposed to a salad ingredient in another.

This implies that effective advertising appeals must be differentially keyed to food serving patterns.

Another conclusion is that food products are much more vulnerable to competition if they have a restricted menu use. Diversity of use within a family's menu leads to heavier use and consequently more frequent buying.

Thus one manufacturer found that the heavy buyers of a product were those who used the product as a main dish *and* in cooking whereas other buyers used it only as a main dish.

In our opinion, many products can expand and stabilize their consumer markets by gearing their promotions to what the housewife actually does with the food she buys.

Along these lines, we feel that recipe promotions are most effective if they tie-in closely with the way housewives actually prepare food. It seems unlikely that unnatural combinations of food can be forced on them. Thus "ham and yam" may sound great, but housewives practically never use this combination. They do serve ham with potato salad very often, however. Tuna pizza pie is another recipe that very few housewives use. They do use tuna with other ingredients for many different dishes and these may suggest more appropriate recipe promotions.

Q. Finally, you have done a considerable amount of work in predicting the future sales of new food products. How long would you say it takes to tell whether a new product has a good future? Is the heavy buyer concept helpful in launching a new product?

A. It takes about four buying cycles to get a fix on future volume, if repeat buying information is available. If the average buying cycle is two weeks, answers may be forthcoming in eight. If a product buying cycle is six months, two years may be necessary.

As far as heavy buyers are concerned, families that tend to be heavy buyers of convenience products also tend to **try** new products first. There is no indication, however, that these families necessarily **remain** as heavy buyers of a specific new item.

In introducing a new brand, however, knowledge of the factors that make for heavy buying in the product class and the ways in which the new brand may suit these factors better than competition may enable the food marketer to come up with a more effective consumer appeal. #

Christopher to MacFarland

Jon Christopher has been appointed creative director of radio and television of MacFarland, Aveyard & Co., Chicago. He formerly was a tv writer with Erwin Wasey, Ruthrauff & Ryan.

'Least Profitable Tenant?' . . .

In New Shopping Centers, Food Store Can Be a Stepchild—or the Favorite

Common Gripes Are Bum Locations, Restrictions on Non-Food Selling

CHICAGO, Sept. 27—Those who are quick to exclaim that "There's nothing new under the sun" delight in pointing to one example—the shopping center.

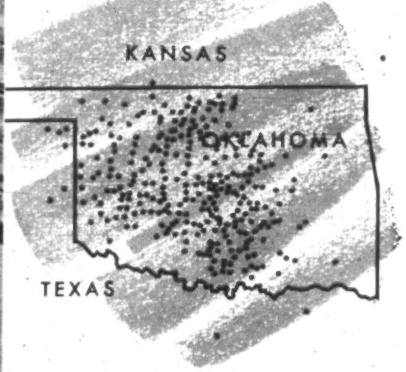
This new American retailing device, they say, is nothing more than a modern version of the old general store, where you could find anything from meat and potatoes to a new wardrobe in one location. "Of course, the parking lot has replaced the hitching post," they admit, "but the idea's the same."

From the consumer's point of view, perhaps the general store and the shopping center are similar. But for the retailer, the center is somewhat unique.

■ In a new book, "Shopping Towns U.S.A.," co-authors Victor Gruen and Larry Smith note that: "The shopping center is one of the few new building types created in

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

Miss Fran with puppets Bopper and Droopy, as seen daily Monday through Friday, 7:50 to 8:15 AM.



The personality that is Miss Fran can be measured: An average of 61 letters a day has been her mail count for the past two years.

Edward Petry & Co., Inc.

SHAMIE PUBLICATIONS'

Voomerang!

PENETRATES DEEPER INTO A 13 BILLION DOLLAR FOOD MARKET

VOOMERANG! is the code word for the new, improved food business newspaper of today . . . the vital force for the ever-changing, fast-moving, booming business of grocery distribution. VOOMERANG! is a dramatic banner for today's complete regional food business newspaper . . . the newspaper that informs, aids and entertains, while generating action and sales progress with hard-hitting editorials and on-the-spot, local and national news coverage.

GROCER Graphic

The number one food business newspaper giving depth coverage in America's number one market. GROCER GRAPHIC reaches deep into the $5½ Billion metropolitan New York food capital!

GROCERS' Spotlight

Throughout Michigan, GROCERS' SPOTLIGHT is accepted as the bible of the food industry by thousands in this rich $2.4 Billion market of which Spotlight has been a part for 27 years.

Yankee GROCER

Six heavily populated states that comprise the New England area look to YANKEE GROCER for vital information and dynamic editorial leadership in a $3.3 Billion food market.

GROCERS' Beacon

Forty-two growing Ohio counties including the State's largest metropolitan Cities account for almost $2 Billion in food sales annually, through an industry that looks for and reads GROCERS' BEACON regularly, twice each month.

SHAMIE PUBLICATIONS' personnel are food marketing specialists. They know Who's Who and What's What in the dynamic regional marketing areas served by their newspapers. Better than anyone else, they can give you bulls-eye penetration in metropolitan areas accounting for more than 13 billion dollars a year in food sales.

CALL TODAY FOR *Voomerang!* ACTION

DETROIT WO 1-7554 | NEW YORK LE 2-3045 | CLEVELAND SU 1-2654 | BOSTON HA 6-7933 | CHICAGO CE 6-5576

our time. It also represents one of the rare instances in which a number of individual business enterprises, in banding together, are ready to submit to certain overall rules in order to further their common welfare."

And banding together they are! More than 4,000 shopping centers of various sizes are now in operation. *Chain Store Age* expects the number of centers to hit 10,000 by the end of 1965.

With only a handful of exceptions, each shopping center contains one or more food and grocery outlets. Food stores are, in fact, going in heavily toward center locations. One source estimates "conservatively" that 80% of new food store locations are in shopping centers.

■ A Super Market Institute survey shows 55% of supermarkets erected in 1959 were part of new shopping centers.

Some of the larger food chains have their own shopping center development programs. Other store owners buy the land and turn it over to a developer.

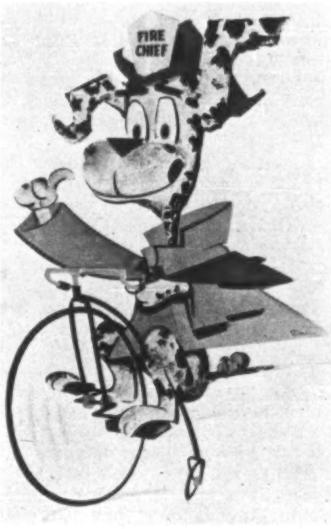
Food stores are well aware of the growing importance of shopping centers, and are anxious not to be caught with obsolete locations.

At the fourth annual convention of the International Council of Shopping Centers held in San Francisco last May, it was estimated that about 20% of the nation's retail business (exclusive of auto buying)—or some $70 billion—is done in shopping centers.

■ This rush to the shopping centers by food stores is not being made in all cases with unmitigated glee. There are drawbacks, especially for chain store operations.

For one, most newer shopping centers have restrictive covenants in their leases which put a ceiling on how much non-food selling a food store can do. And some food operators have complained that shopping center proprietors try to stick the food store in a rear location, "for esthetic reasons."

Those who operate the centers



ANIMATED—*G. P. Gundlach & Co., Cincinnati agency, has developed this animated illustration for its 1961 print and broadcast advertising, and is presenting the merchandising program to dairymen throughout the U.S.*

Eugene Oregon

. . . A NEW STANDARD METROPOLITAN AREA

Eugene, Oregon was designated a standard metropolitan area, one of 21 new ones, in 1960.

50,169 people live in Eugene, 18,373 in Springfield (3 miles away), 160,742 in Lane county and many thousands more in adjacent counties. The Eugene Register-Guard circulation coverage of this area is outstanding.

This is the biggest market between Portland and San Francisco. And, if you have things to sell, you will want to check the impressive figures on family income, effective buying power, retail, food, automotive and other sales.

This able, willing-to-buy, metropolitan market cannot be covered by any outside newspaper. Proof? Ask the man from Sawyer-Ferguson-Walker Co.

Eugene Register-Guard
LANE COUNTY'S HOME NEWSPAPER

DAILY and SUNDAY . . . with COMPLETE COLOR FACILITIES

AP COFFEE
CAROLINA RICE
RY-KRISP
ARNOLD Butter Rolls
BUITONI Ravioli
Chicken Sara Lee
DANNON Yogurt
White Rose TEA BAGS
Dilly Bean
Chuckles
SIESTA 10¢ OFF COFFEE
GOODMAN'S MATZOS
WEITZSTEIN'S
INSTANT MARTINSON'S JOMAR COFFEE
MY-T-FINE Chocolate Flavor
Krakus POLISH HAM
TEA BAGS
YOGURT
Champale
Campbell's TOMATO SOUP
Chivers Olde English Marmalade
Carlsberg Beer
MERKEL HEAT & EAT
Fleischmann's
WAKEFIELD'S King Crab Meat
Coffee

Food for thought: In New York, do as these advertisers do. Reach your biggest market's biggest consumers, 1,269,300 higher-income families, on America's Number One Good Music Station.

WQXR

Radio station of The New York Times

Sunday
MAGAZINE

Tomorrow she'll move mountains

Every week, SUNDAY families move more food and groceries out of more supermarkets than the readers of any other magazine published. If selling food and groceries is *your* business, *turn the page*. You'll see why top marketing and media men make it *their* business to have the SUNDAY network on every national schedule.

Tomorrow she'll move mountains ...

In every bracket, SUNDAY Magazines lead in food and groceries purchased by its families.

	WEEKLY FOOD AND GROCERY EXPENDITURES				
	UNDER $15.00	$15.00 24.99	$25.00 34.99	$35.00 44.99	$45.00 & OVER
Sunday	2,645,000	7,562,000	5,112,000	1,864,000	568,000
This Week	2,382,000	5,651,000	3,463,000	1,081,000	296,000
Reader's Digest	2,056,000	4,994,000	3,149,000	1,222,000	329,000
American Weekly	1,395,000	4,446,000	3,042,000	960,000	263,000
Parade	1,465,000	4,066,000	2,350,000	795,000	259,000
Life	744,000	2,448,000	1,860,000	720,000	228,000
Saturday Evening Post	818,000	2,442,000	1,746,000	615,000	179,000
Look	816,000	2,392,000	1,598,000	561,000	183,000
Ladies' Home Journal	809,000	2,321,000	1,617,000	577,000	176,000
McCall's	952,000	2,215,000	1,425,000	473,000	135,000
Everywoman's Family Circle	590,000	2,270,000	1,515,000	505,000	120,000
Better Homes and Gardens	649,000	2,029,000	1,403,000	446,000	73,000

Consumer Magazine Report, March, 1959

More than 700 national advertisers used SUNDAY Magazines—nationally, regionally, and individually—in 1959. Proctor & Gamble advertised 14 different brands, General Foods advertised 24, Lever Brothers, 11.

Other multi-product advertisers included:

- American Home Products
- Block Drug Co., Inc.
- Campana Sales Company
- Chrysler Corp.
- General Mills
- International Latex Corp.
- The Andrew Jergens Co.
- Johnson & Johnson
- Kimberly-Clark Corp.
- Libby, McNeill & Libby
- Philip Morris, Inc.
- National Dairy Products Corp.
- Noxema Chemical Co.
- Pharmaco, Inc.
- The Quaker Oats Co.
- Helena Rubinstein, Inc.
- The Scholl Mfg. Co., Inc.
- Scott Paper Company
- Swift & Company

Starch figures show too, SUNDAY Magazine readers earn more money, have more interest in food advertising, and cost less per thousand to reach with four color ads than the readers of any other publication.

Each week SUNDAY goes into 18,300,000 homes. Go in with it. With SUNDAY's 50-50-50 Plan you meet 50% of the people in the top 50 markets where 50% of all retail sales are made. Can you afford to overlook this audience?

More people read **Sunday** than any other magazine

SALES OFFICES: 260 Madison Avenue New York 16, N. Y. MUrray Hill 9-8200 • Chicago • Detroit • Los Angeles • San Francisco have a few complaints of their own. Don Curtiss, who operates his own shopping center consultant business in New York, said many shopping center operators look upon food stores as "the least desirable and profitable tenant they can have."

Food stores, he says, pay a low rent (running about 1% to 1.5% of sales) compared with some other tenants. This is because they create volume, and because they have low profit margins. Thus, a $1 pair of baby pants purchased at the food outlet gains about 1¢ for the center operator; but if the $1 pair was bought at the specialty store in the same center, the operator would get perhaps 6¢ or 7¢.

■ A shopping center is defined as a group of stores in one location with free off-street parking provided. The usual conception of a center—low, modern buildings with tree lined malls, surrounded by acres of parking in a suburban area—usually describes only the larger regional centers. There are three general types of centers: The regional center, the community or district center, and the convenience or neighborhood center.

Those designations indicate what kind of area they serve, and also give an indication as to the size of the center itself. It is only in the neighborhood center that the food store is regularly the dominant tenant. A department store or junior department store is normally the dominant store in the two larger centers.

In fact, the regional and community centers usually contain more than one food outlet. A Columbus, O., center contains five food stores. And a center in Wilmington, Del., contains two of the same chain.

■ The problem of what kind of food store to seek for a shopping center is complex. Some chains have definite "identities" with consumers, and a store noted for cut-rate prices might not be best suited for a swank suburban development, while a store which features imported delicacies and only the finest cut meats would probably not fit in well with a center in an industrial area.

There is also the problem of chains vs. independents.

Eugene Eichenberg, president of American Shopping Centers, Chicago, says "a first-rate independent operator is more valuable than a chain store."

This, he said, is because an independent is more interested in the welfare of a center, tailors his advertising for the center, and can negotiate leases more flexibly.

On the other hand, the center has to weigh this against the value of a recognized chain outlet which does city-wide advertising, and is well-liked by the people in the area to be served by the center.

The independent can often make a faster decision on a special "buy," which leads to a crowd-drawing sale, Mr. Eichenberg said, but the chain has the advantage of volume buying which leads to generally lower prices.

■ Whatever the type of store or the type of center, operator and retailer alike work toward one end: Getting the consumer to come in and buy.

National Advertising Co., Bedford Park, Ill., an outdoor advertising subsidiary of Minnesota Mining & Mfg. Co., recently completed a massive study of shopping centers as part of its effort to establish advertising sign locations in shopping center parking lots.

The study reports that in major markets, virtually all suburban families and "varying percentages of families" in residential areas of the city frequent shopping centers. In middle and small markets, approximately 90% of all families frequent shopping centers, the survey says.

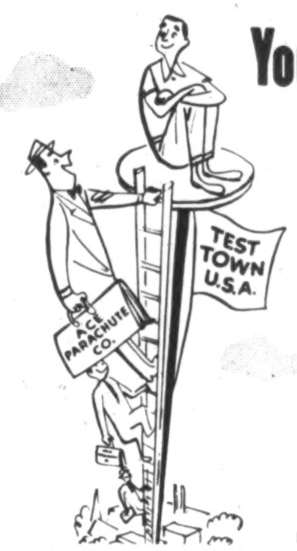
■ For the supermarket, small and medium-size centers are probably the most productive. Ralph Biernbaum, vp and general manager of Food Fair Properties, a real estate subsidiary of the Food Fair chain, says food operations in community centers do more business than their counterparts in large regional centers.

In mapping a proposed new center with an anticipated annual retail volume of $40,080,000, Don Curtiss sets the anticipated food outlet volume at $5,400,000—about 12%. This percentage, he said, will

WESH-TV

NBC

PREFERRED IN
ORLANDO-DAYTONA MARKET



You can SELL as far as you can REACH

And You Reach Far Beyond
the Metro Area in South Bend!

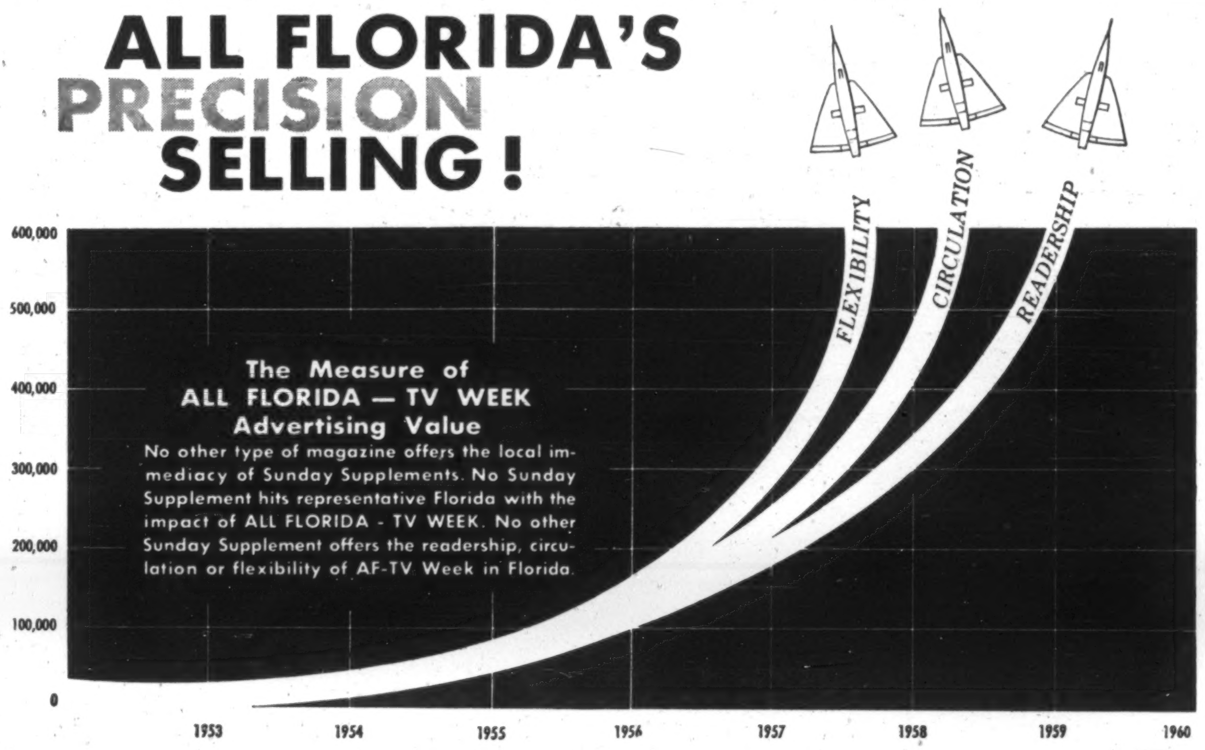
The South Bend Tribune gives saturation coverage of the South Bend Metro Area (92%) with only 59% of its total circulation. The other 41% produces sales results in the surrounding 6-county Trading Zone!

Importantly, 23.3% of South Bend's retail sales, and 19% of its food sales are accountable to out-of-town customers. Totally a $180 million food market, and The Tribune is the only paper that covers it effectively. Get full details in free, 1960 market book.

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representative

ALL FLORIDA'S
PRECISION
SELLING!



The Measure of
ALL FLORIDA — TV WEEK
Advertising Value

No other type of magazine offers the local immediacy of Sunday Supplements. No Sunday Supplement hits representative Florida with the impact of ALL FLORIDA - TV WEEK. No other Sunday Supplement offers the readership, circulation or flexibility of AF-TV Week in Florida.

1. READERSHIP ALL FLORIDA - TV WEEK has a longer life and double the advertising exposure of any Sunday Supplement in Florida.*

2. CIRCULATION ALL FLORIDA - TV WEEK has grown phenomenally since its introduction in 1953, to a current 554,466.** Florida's largest ABC circulation, in the nation's fastest growing State, a State which 1950 - 1960 U. S. Census figures show jumped from 18th to 10th place. This gives the ALL FLORIDA - TV WEEK magazine a PENETRATION of 38.3% of the Florida market.

3. FLEXIBILITY You can buy one, several, or all five regional zone editions with complete local TV program listings.

* based on a survey prepared by First Research Corporation.

** ABC newspapers carrying ALL FLORIDA, based on ABC audits of publishers reports for 6 months period ending March 31, 1960.

TV WEEK MAGAZINE
THE ALL FLORIDA WEEKLY MAGAZINE
TV WEEK

"THE BEST BUY IN THE BUSINESS," says Dick Pope, owner of famed Cypress Gardens and long time advertiser in ALL FLORIDA-TV WEEK magazine.

A.F.M.

The Largest Circulation In Florida
The Largest Circulation In The South

Distributed In 18 Newspapers

DAYTONA BEACH Sunday News-Journal. DELAND Sun News. FORT MYERS News-Press. GAINESVILLE Daily Sun. JACKSONVILLE Florida Times-Union. LAKELAND Ledger. LEESBURG Daily Commercial. MELBOURNE Times. OCALA Star Banner. PALM BEACH Post-Times. PANAMA CITY News-Herald. PENSACOLA News-Journal. SARASOTA Herald-Tribune. ST. PETERSBURG Independent. TALLAHASSEE Democrat. TAMPA Times. WINTER HAVEN Daily News-Chief. FT. PIERCE News-Tribune.

Represented nationally by JOHN H. PERRY ASSOCIATES

NEW YORK, 36, 19 W. 44th St., Tel: MUrray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HArrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12 Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

NEWS ADVERTISING SELLS GROCERIES TO BUFFALO AREA HOUSEWIVES.

They read these newspapers before shopping for FOODS

CITY
NEWS 91%
COURIER-EXPRESS 36%

SUBURBAN
NEWS 89%
COURIER-EXPRESS 36%

TOTAL—CITY and SUBURBAN
NEWS 90%
COURIER-EXPRESS 36%

Figures From Survey of Newspaper Readership by Carl J. NELSON RESEARCH, Inc.

NEWS*power*
BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

increase in the smaller centers, running to perhaps 50% or 60% in a small neighborhood center where the food store dominates.

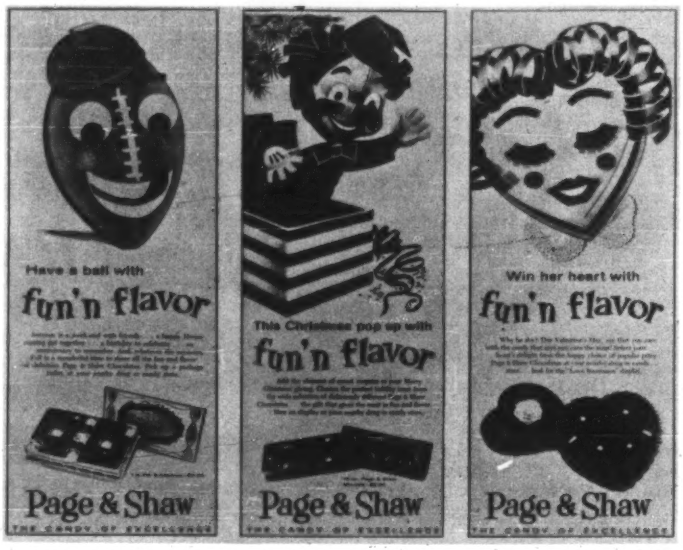
Perhaps the ultimate in domination of a center is provided by Piggly Wiggly Midwest, a food chain headquartered in Rockford, Ill. This chain has opened several two-story operations and leased out the mezzanine to smaller stores. Thus a customer can't even get to a "satellite" store without passing through the supermarket. #

Remington to Publicity Aids

Dale Remington, previously a news correspondent and producer with NBC, has been named executive director of Broadcaster's Aids, the radio-tv division of Public Relations Aids, New York, a publicity service company.

Pomerantz to Ziff-Davis

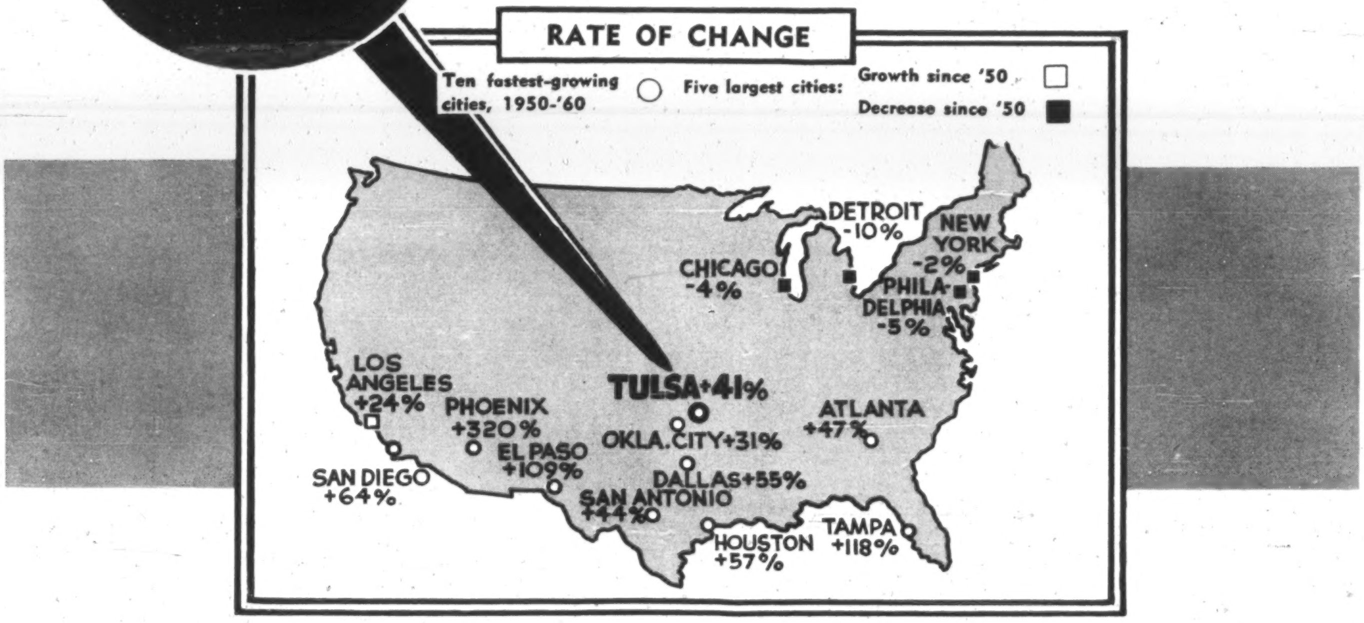
Frank Pomerantz, formerly president of his own promotion company, has been named director of advertising promotion of the Ziff-Davis Publishing Co., New York. He succeeds Robert Asherman, who has left the company.


Have a ball with
fun'n flavor
Page & Shaw
THE CANDY OF EXCELLENCE
This Christmas pop up with
fun'n flavor
Page & Shaw
THE CANDY OF EXCELLENCE
Win her heart with
fun'n flavor
Page & Shaw
THE CANDY OF EXCELLENCE

SWEET FUN—*New series of ads for Page & Shaw chocolates, scheduled for The Saturday Evening Post, will play up the fact that candy is a "fun" item associated with informal entertainment. Color enlargements of the ads are part of the merchandising package prepared by Daggett Chocolate Co., Cambridge, Mass. Horton, Church & Goff, Providence, is the agency.*

THIS IS TULSA:

GROWING FASTER THAN LOS ANGELES!


RATE OF CHANGE
Ten fastest-growing cities, 1950-'60 ○
Five largest cities:
Growth since '50 ☐
Decrease since '50 ■
DETROIT -10%
NEW YORK -2%
CHICAGO -4%
PHILA-DELPHIA -5%
LOS ANGELES +24%
PHOENIX +320%
TULSA +41%
ATLANTA +47%
OKLA. CITY +31%
EL PASO +109%
SAN DIEGO +64%
DALLAS +55%
SAN ANTONIO +44%
TAMPA +118%
HOUSTON +57%

Tulsa is not only one of the 50 largest cities in America, it is also one of the 10 fastest-growing in this group. Its 41% spurt in population between 1950 and 1960 helped Tulsa jump over such well-known cities as Richmond, Providence, Syracuse, Jacksonville and Dayton, Ohio. Want further proof of our booming gains? Of the nation's 189 Standard Metropolitan Areas, Tulsa went from 76th place in 1950 to 59th place in 1960! Present metropolitan area population is 414,117; Effective Buying Income totals $772,182,000. And the fabulous Magic Empire (Tulsa's trade area of 40 counties in Oklahoma, Kansas, Missouri and Arkansas) now has an Effective Buying Income of $2,228,627,000!

The Tulsa World and Tulsa Tribune, covering the 40-county Magic Empire like a blanket, can help you reach this vast, rich market.

These newspapers are the preferred Advertising Mediums of progressive marketers—proof? The Tulsa World and The Tulsa Tribune carry more advertising than any other newspaper in Oklahoma, and can offer top-flight mechanical facilities, including full ROP color.

TULSA WORLD
TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

FIRST FOR FOOD

Food Survey Conducted by Home Economics Teacher Service Rates Good Housekeeping Number One

Good Housekeeping
SEPTEMBER 196
CARY GRANT: the secrets of his "Second Youth"
Cut-rate drugs by mail—ARE THEY SAFE?
An absorbing COMPLETE NOVEL
Fall clothes with GO-GO-GO!

NEW PROOF →

Women's service magazines lead in influence with influential home economics teachers, and GOOD HOUSEKEEPING leads most of all. And it's easy to see why! Good Housekeeping recipes wind up where they belong — on dinner tables. Developed and tested by the Good Housekeeping Institute, they are most trusted recipes printed anywhere!

Here are the figures on first magazine preferences recently compiled by Home Economics Teacher Service from 1000 questionnaires answered by home economics teachers across the country:

Good Housekeeping	277
Better Homes & Gardens	260
Ladies' Home Journal	127
Reader's Digest	100
McCall's	94
Saturday Evening Post	53
American Home	34
Life	24
Woman's Day	21
Everywoman's—Family Circle	7
American Weekly	3
Look	—
This Week	—
Parade	—

Home Economics Teacher Service concludes: "This survey indicates that the magazines which give the most information about grocery products and their use are the most acceptable to this most informed and most influential group of customers."

And Good Housekeeping runs more pages on food and nutrition than any other magazine!

Good Housekeeping
MAGAZINE AND INSTITUTE
Nothing Persuades and sells Like the Truth

The Guaranty Seal that has sales influence with 40,930,000* women

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

*Crossley, S-D Surveys

A HEARST MAGAZINE

Irvin Swartzberg
"You might say we're opportunists"

GROWING SALES—*Arthur Lundell, advertising vp displays wire lemon-tree display rack used in stores this summer to push sales of plastic squeeze containers. About 20,000 racks were distributed.*

Inside a Food Advertiser . . .

LaVine Lilienfeld Swartzberg Buckman Lundell

CAMPAIGN STRATEGY—*Planning the fall advertising strategy for Real-Fig fig juice, Irving Swartzberg, ReaLemon president, views presentation from Lilienfeld & Co. by president Charles Lilienfeld and account executive William Buckman. Also huddling are Arthur Lundell, ad director, and Syd LaVine, public relations director.*

ReaLemon Ad Philosophy Calls for Stretching Promotional Dollars

'We're Opportunists,' Says President Swartzberg; Fetes 25th Anniversary

By Lawrence E. Doherty

CHICAGO, Sept. 27—A new use for ReaLemon will be featured in a tie-in campaign during November and December, with ReaLemon-Puritan Co. and the American Dairy Assn. cooperating on the project.

It is an excellent example of how ReaLemon, with an annual ad budget of just under $1,000,000, stretches its promotion dollars.

ReaLemon used with evaporated milk and butter to make a new Jubilee sauce will be featured by the ADA in *Everywoman's Family Circle* and *Woman's Day* in November and December, *True Story* in November, and on the "Today" show (NBC-TV). ReaLemon-Puritan will promote the sauce with four spots on the "Jack Paar Show" (NBC-TV), in a two-color ad in the January *Coronet*, and with shelf talkers, ad reprints, recipe pads and other material distributed through brokers.

■ This newest use for ReaLemon is just one of hundreds devised by its users and the company, which this year is celebrating its 25th anniversary.

Irving Swartzberg was an advertising salesman for the *Chicago American* in 1935 when he resigned to found the company. This switch resulted from a visit to his doctor, who suggested a daily glass of lemon juice and water as a cure for his minor ills.

The ritual of cutting, squeezing and straining the lemons each day was an irksome chore to Mr. Swartzberg, and on checking hotels and restaurants he found they had a similar problem, but in greater proportion.

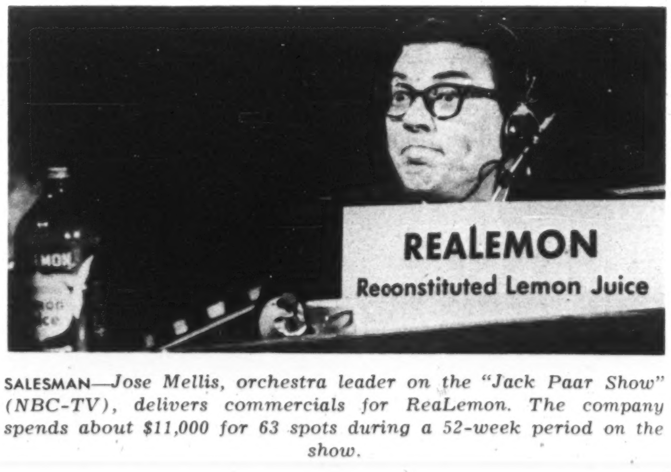
He began to produce fresh, ready-to-use lemon juice in bottles under the ReaLemon name, selling it primarily to institutions. Because of the product's tendency to "settle out" after a time, the juice had to be sold in dated bottles, and Mr. Swartzberg realized that a solution to this problem would have to be reached before the business could expand into the consumer field.

After several years of research, a process was developed which made it possible to pack lemon juice in bottles which would be usable for an indefinite time. In 1941 ReaLemon entered the consumer market, being handled by food brokers throughout the country.

■ A turning point in the company's history, Mr. Swartzberg believes, came after World War II. During the war the product was packed in whatever size and type of bottle was available. A survey showed this was detrimental to acceptance of the product, so when a supply of uniform bottles became available, the company spent over $750,000 to make replacements wherever necessary.

Although this put the company in debt, it gained a great deal of confidence for the company with grocers and brokers. ReaLemon soon gained distribution in 98% of the retail outlets throughout the country.

ReaLemon-Puritan now occupies 130,000 sq. ft. of plant space in Chicago, and has a substantial in-

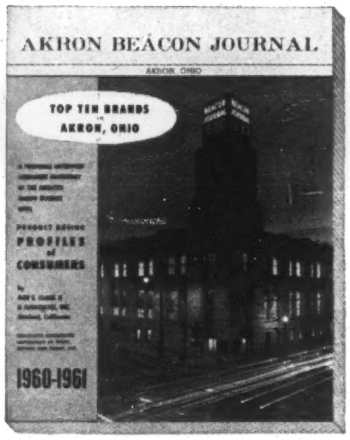


SALESMAN—*Jose Mellis, orchestra leader on the "Jack Paar Show" (NBC-TV), delivers commercials for ReaLemon. The company spends about $11,000 for 63 spots during a 52-week period on the show.*

To sell in **AKRON**
only the **BEACON JOURNAL**
can do the job...
HOW DO YOUR PRODUCTS RANK IN
AKRON? OHIO

You'll find your
answer in the new
1960-1961
TOP TEN BRANDS

A personal Akron home interview Consumer Inventory, consisting of 130 different categories with brand profiles by income, age and number of persons per household, is yours through your nearest Story, Brooks & Finley office.



Here are the facts about the Akron Beacon Journal area of influence

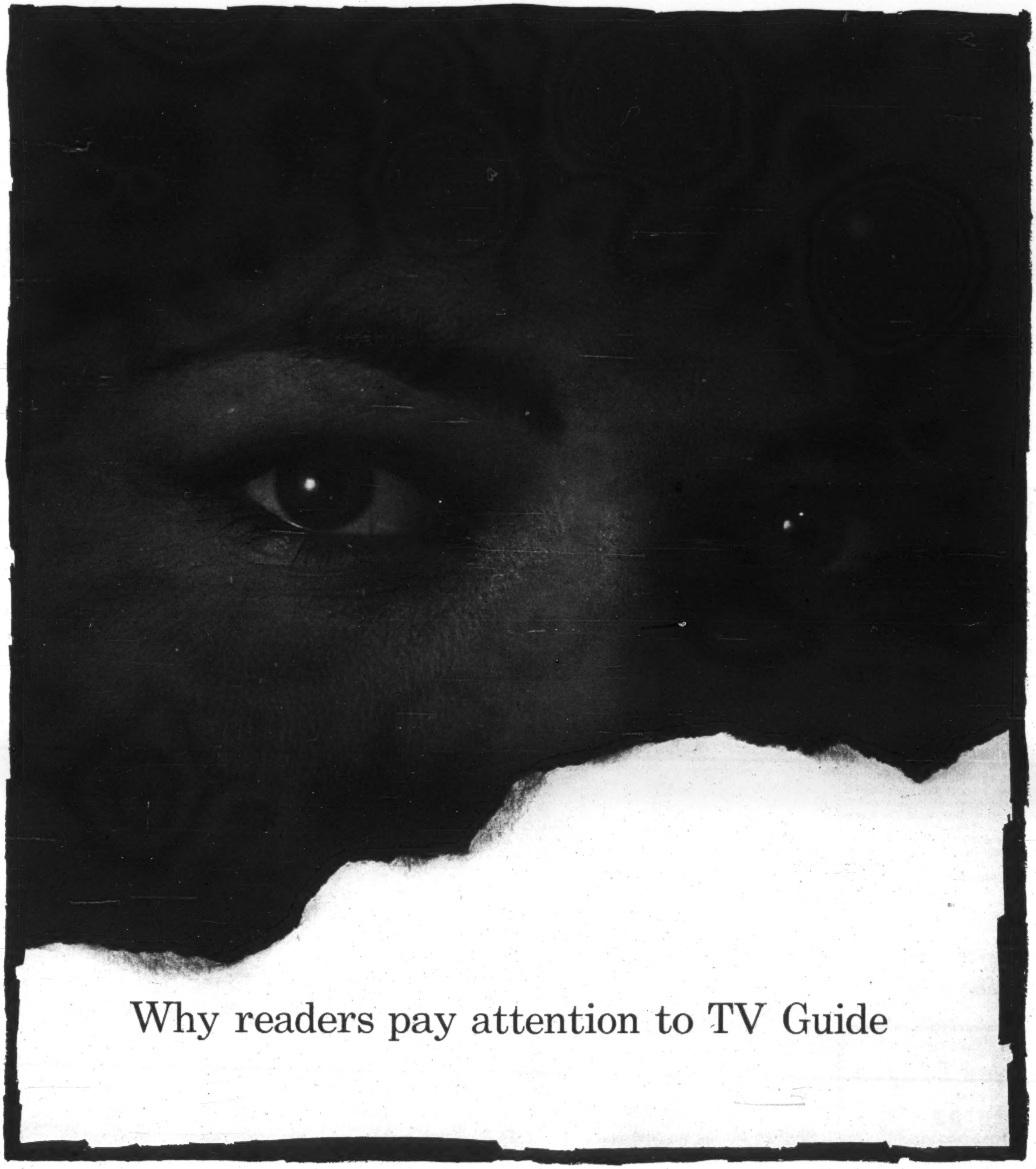
1½ BILLION DOLLAR MARKET
POPULATION **771,261** . . . FAMILIES **226,175**

Total Beacon Journal Circulation

DAILY **167,704** — SUNDAY **178,499**

Plan your sales promotions in Akron's ONLY Daily and Sunday newspaper and be sure your messages go home. ROP 1 color and black, 2 color and black and full color available Daily and Sunday Rotogravure and color Comics available on Sundays.

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher Represented by Story, Brooks & Finley



Why readers pay attention to TV Guide

Selectivity is the dominant characteristic of the TV GUIDE audience. That is one of the major findings of the recent depth study of the magazine's audience conducted by Dr. Burleigh B. Gardner, Social Research, Inc. The vast majority of the TV GUIDE audience read the magazine from cover to cover because—to them—television viewing is an active pursuit. They are concerned with how they spend their leisure time. They are, in fact, "the most determinedly rational consumers of TV . . ." And their selectivity extends beyond their viewing. They tend to pick and choose in areas other than time and channel. They insist on facts. They deliberate. More to the point—they pay attention to advertising (which consistently high Starch scores document). And that is one explanation for TV GUIDE's 24% advertising revenue increase this year to date over the same period of 1959.

TV GUIDE

Best-selling weekly magazine in America

For a detailed report on the Gardner Study, call your local TV GUIDE *office or write* TV GUIDE, *Radnor, Pa.*

terest in the Paramount Citrus Assn., one of California's largest independent citrus packers and processors, and in Westfield Food Products, Westfield, N. Y., which produces grape and cherry products. It also has operations in Bridgeton, N. J., and San Francisco.

In addition to its original reconstituted lemon juice, the company now sells RealPrune, RealFig, frozen lemonade and limeade, plastic "squeeze lemons," Mambo punch, maraschino cherries and a line of Cal-Fame drinks. This summer the company introduced instant lemonade concentrate.

The company also acts as a sales organization for Breakfast Cocktail and Cadbury's chocolate covered biscuits in certain areas, and packs some of its products for private label use.

■ Sales of the company have grown steadily, and in fiscal 1959 (ended Sept. 30, 1959), increased 37% to approximately $20,000,000. Despite a cool summer which slowed sales, the total for fiscal 1960 will be near the '59 figure, Mr. Swartzberg said.

With a small, centrally-operated company, only a handful of people are involved in the advertising decisions at ReaLemon.

A formal meeting with the company's agency, Lilienfeld & Co., is held in Mr. Swartzberg's office. It includes Arthur Lundell, vp in charge of advertising and marketing; Syd LaVine, newly-named public relations director, and Harold Saving, sales manager. Mr. Lundell often screens the presentations before they are shown to the others.

The agency's formal presentations come frequently through the year, because the company's products call for seasonal campaigns (although the company is striving—with some success—to get its lemon juice into year-round use).

■ Does the company have an advertising philosophy? "You might say we're opportunists," Mr. Swartzberg replied.

Tie-ins, such as the one planned with the American Dairy Assn., are common. ReaLemon has made heavy use of "name" personalities on radio and tv (Arthur Godfrey, Dave Garroway, Jose Mellis on the Jack Paar show, etc.), where the product remains associated with the personality even after the ad schedule runs out. "And we're a company that can move fast," the president explained. "One time I got a call at five minutes to five, telling us of a chance to get a show that had a long waiting list. At five o'clock we had made the buy."

Consumer advertising is only one facet of the advertising department's operation. Mr. Lundell also expends considerable effort in keeping in touch with the company's brokers, now numbering about 80. These brokers handle distribution of ReaLemon products throughout the U. S., with the exception of Chicago, where the company uses its own salesmen.

■ "Many advertising managers and agencies often believe that a specific consumer campaign was alone responsible for a big increase in sales," Mr. Lundell said. "We believe most sales increases are in direct ratio to the effort your brokers and sales departments expend with the trade. The retailer can move more merchandise to the consumer through special displays and store promotion than most of the straight consumer campaigns."

As vp for advertising and marketing, Mr. Lundell has the responsibility of sending out two or three bulletins each week to the brokers, telling them of upcoming promotions, tie-ins, price deals, long-range weather forecasts during the summer, market information, and an endless number of facts designed to keep the brokers supplied with the sales ammunition needed to get retailers to order and push the product.

NEW JUBILEE SAUCE
EVAPORATED MILK

TIE-IN AD—*ReaLemon gets extra ad mileage by tying-in with other advertisers, as in this ad from the American Dairy Assn., scheduled to run in Everywoman's Family Circle, True Story and Woman's Day in November.*

Once each year, at the National Assn. of Food Brokers convention, ReaLemon takes a hotel suite and meets with its brokers, both individually and in a group, to discuss mutual problems. Thanks to electronic computers, ReaLemon is able to compile monthly sales records for each broker on some 80 individual items (this would include, for instance, five different sizes of lemon juice), and spot problem areas quickly.

■ The company also has a public relations problem which it has overcome to an amazing degree. Recipes are an important part of ReaLemon promotion, and the company now sends recipes featuring lemon juice to some 400 newspapers twice each month.

But in the past, recipes calling for lemon juice invariably would say something like: "Take the juice of three fresh lemons . . ." Now ReaLemon claims as one of its advantages that it has a uniformity not found in fresh lemons—lemons grown on the West Coast are juicier, lower in acid; desert-grown lemons are drier, have a higher acid content.

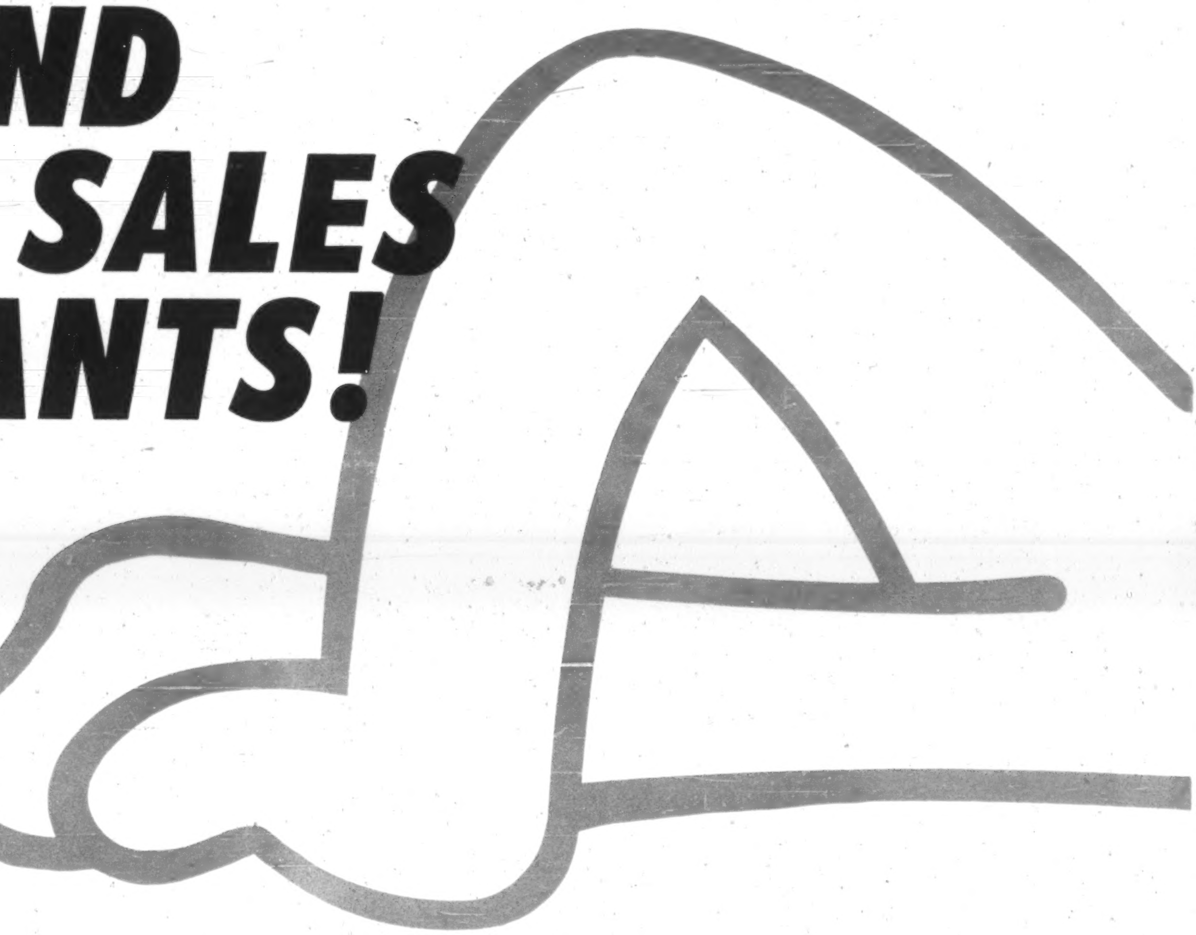
And, of course, the housewife reading the above recipe instruction could not easily translate that

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make The Mirror a MUST!



LAND OF SALES GIANTS!

Your search for a fresh market, a giant market, is over. In the standard Metropolitan area comprised of San Bernardino and Riverside Counties, giant sales records are made every day. Last year total retail sales hit more than a Billion 200 Million dollars! Net effective buying income reached over $1.3 billion! These figures just didn't happen. People in California's 4th largest market are **proven** buyers.

The two dailies and Sundays which largely helped create these figures are the San Bernardino SUN-TELEGRAM and the Riverside PRESS-ENTERPRISE. Giants themselves, they give you full, unduplicated coverage of this lush market. More than an hour's drive from Los Angeles, less than ½ of 1% of the total circulation of the major Los Angeles newspapers enters this sales area.

4TH MARKET IN CALIFORNIA*
*(America's Second)

SAN BERNARDINO
SUN-TELEGRAM

REPRESENTED NATIONALLY BY CRESMER and WOODWARD, INC.

RIVERSIDE
PRESS-ENTERPRISE

REPRESENTED NATIONALLY BY NEWSPAPER MARKETING ASSOCIATES

into a given amount of ReaLemon, if she wished to use that product.

To combat this, ReaLemon people scanned many publications for recipes, and when they would spot an "offender," they sent the food editor a note. Often they would also send along a small and a large lemon, and ask: "Now, just which size lemon did you mean?"

■ Today, the company says, about 95% of recipes calling for lemon juice specify "three teaspoons (or one cup, etc.) of lemon juice."

The likelihood that the lemon juice used will be ReaLemon is great, because the company has about 80% of the lemon juice market. Sunkist is the closest competitor, but Sunkist is primarily concerned with fresh lemon consumption.

In recent years, Mr. Swartzberg said, the per cent of U.S. lemons which reach the consumers as fresh lemons has dropped from more than 70% to less than 50%.

■ Arthur Lundell noted that ReaLemon advertising has retained a basic selling theme over the years—convenience, economy and uniformity.

PRODUCT LINE—*An array of products sold by ReaLemon—including some private label brands—is shown by Clara Benz, assistant to ad director Arthur Lundell. Mr. Lundell and Mrs. Benz comprise the ReaLemon-Puritan ad department.*

"Naturally we develop recipes and discuss the many uses of ReaLemon," he said, "but usually tie in the convenience, economy and uniformity of lemon juice in bottles.

"A few years ago," Mr. Lundell noted, "we scheduled the bulk of our advertising in the four 'hot' months—about 60% of our sales was in these months. In order to level out the seasonal sales curve, we decided to promote all year around and advertised cooking, baking, lemon and water and miscellaneous uses. Our sales increases have proven the wisdom of the move."

■ He noted the importance of maintaining good relationships with brokers and retailers by using promotion and advertising.

"Our pattern has been to run continuous trade advertising, to keep them informed about our efforts to keep ReaLemon moving from their store shelves with promotions, special deals, profit margins and so forth. The shelf position you may attain during hot months must be retained the year around. Once it is reduced, it is a battle to regain it."

Mr. Lundell said any hope for a pat "formula" for success is "a dream that will never become a reality. If you don't make yourself the leader in your business and create your own problems," he said, "you often end up doing nothing but stamping out forest fires created by your competition."

■ As a leader in the "opportunist" school of advertising, ReaLemon has used almost every advertising medium available at one time or another. "We like to try everything," Mr. Swartzberg says.

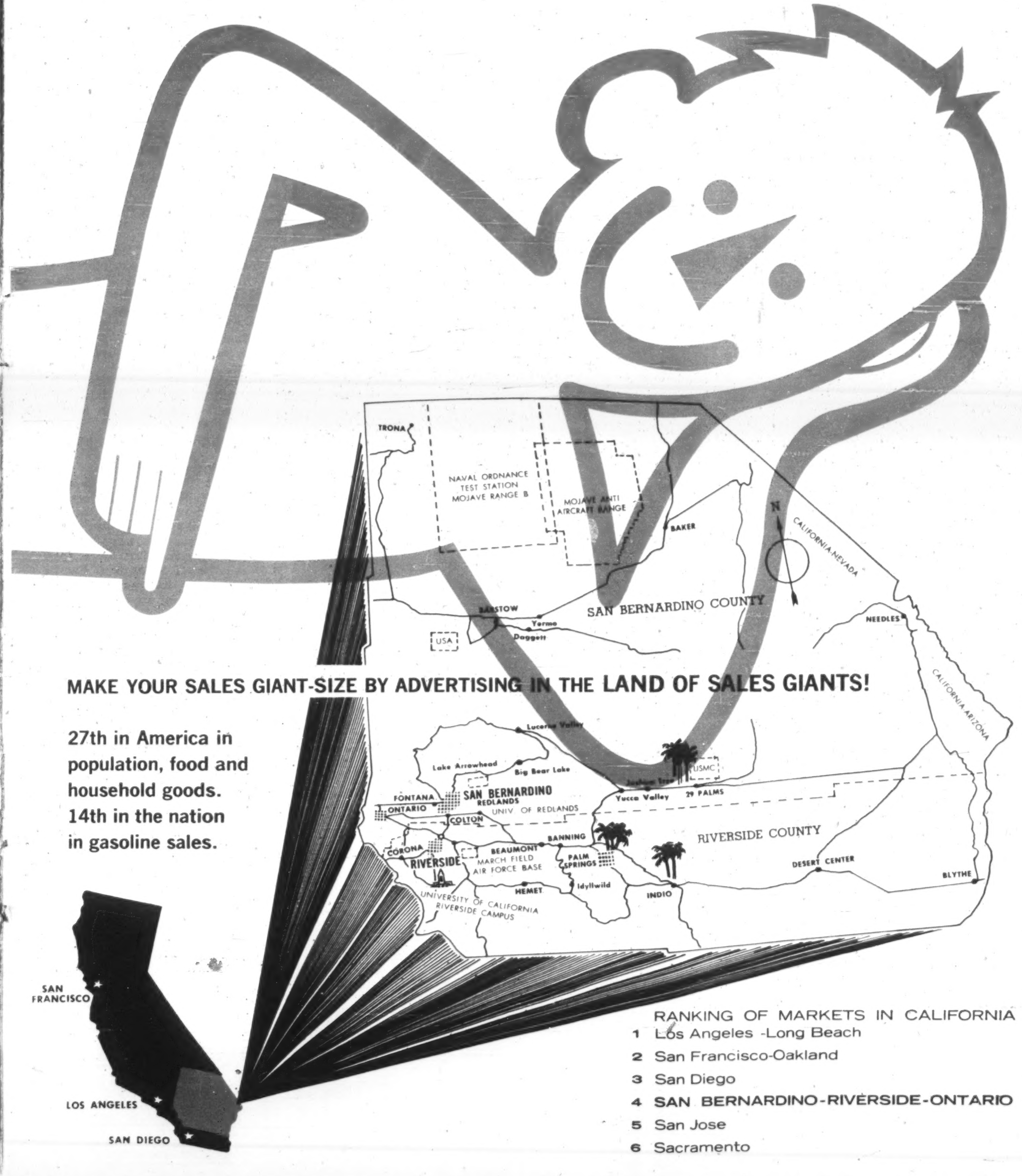
PROPOSAL—*William Buckman, account executive, shows proposed ad for new RealFig campaign to company executives at periodic presentation.*

The company has used radio extensively—RealFig was introduced in New York on Dr. Carlton Frederick's radio show—newspapers, car cards, magazines, spot and network tv, tie-ins and cooperative advertising.

Lilienfeld handles U.S. advertising for ReaLemon-Puritan. Schneider Cradon Ltd. is the Canadian agency.

All communication between ReaLemon and its customers is not one-way. Almost daily the company hears from consumers who tell of new recipes or new "discoveries" of uses for ReaLemon—everything from bleach and invisible ink to a sure cure for a head cold.

However, Mr. Lundell, with one eye no doubt cocked toward the Federal Trade Commission, noted: "We prefer to keep it primarily in the food category in all our advertising." #


TRONA
NAVAL ORDNANCE TEST STATION MOJAVE RANGE B
MOJAVE ANTI AIRCRAFT RANGE
BAKER
N
CALIFORNIA-NEVADA
SAN BERNARDINO COUNTY
BARSTOW
Yermo
Daggett
USA
NEEDLES
CALIFORNIA-ARIZONA
Lucerne Valley
Lake Arrowhead
Big Bear Lake
USMC
Joshua Tree
29 PALMS
Yucca Valley
FONTANA
SAN BERNARDINO
REDLANDS
ONTARIO
UNIV. OF REDLANDS
COLTON
RIVERSIDE COUNTY
BANNING
CORONA
RIVERSIDE
BEAUMONT
MARCH FIELD AIR FORCE BASE
PALM SPRINGS
Idyllwild
HEMET
INDIO
DESERT CENTER
BLYTHE
UNIVERSITY OF CALIFORNIA RIVERSIDE CAMPUS
SAN FRANCISCO
LOS ANGELES
SAN DIEGO

MAKE YOUR SALES GIANT-SIZE BY ADVERTISING IN THE LAND OF SALES GIANTS!

27th in America in
population, food and
household goods.
14th in the nation
in gasoline sales.

RANKING OF MARKETS IN CALIFORNIA
1 Los Angeles-Long Beach
2 San Francisco-Oakland
3 San Diego
4 SAN BERNARDINO-RIVERSIDE-ONTARIO
5 San Jose
6 Sacramento

Cover Indiana
Without Elkhart?

The Elkhart Truth
covers 62.3%
of the homes
in Elkhart County—
127% more than
the second best
paper.
Elkhart County
is 6th* in income,
4th* in CSI per
household ($7,778)
in Indiana.

*SRDS

THE
ELKHART TRUTH

Represented by
Johnson, Kent,
Gavin & Sinding, Inc.

Here's Rundown on Top Ten Operators . . .

Chain Stores Swing to Supermarkets, But Independents Hold to 61% Share

Private Label, Non-Foods Are Hot Topics for Chains; Co-op Groups Growing

CHICAGO, Sept. 27—The nation's chain grocery stores did about 39% of the food retailing business in 1959—the same percentage they captured in 1958.

There are about 19,700 chain stores in the U.S. today (chains being defined as companies operating 11 or more stores), according to *Progressive Grocer*, out of a total of some 366,000 retail food stores of all varieties.

Chains capture a large volume of business with a small percentage of total stores because they do about 95% of their business through supermarkets, and the average sale per store for the chains is near $1,000,000 annually.

Many chains are reducing the number of outlets as they close smaller locations and open larger supermarkets. Kroger Co., for instance, opened 86 new stores during 1959, but closed 121 units, for a net loss of 35 stores. Sales volume through all stores (about 1,375), meanwhile, increased 8% last year.

■ The supermarket is the darling of the retail food industry, both for chains and independents. During the decade of the '50s, supermarkets increased their share of grocery store sales from about 40% to 70%. But this share will inch up to its "absolute limit" of approximately 75% during the next decade, according to *Business Week*. The small neighborhood and specialty food stores—with their convenient locations, longer hours and special services (such as delivery and credit)—are expected to retain about one quarter of the business.

Some chains are even making passes at this one quarter by opening bantams or superettes—featuring a limited line of fast-moving items—in neighborhood locations to fill in the gaps between supers.

■ One of the most controversial topics related to chain stores, as far as advertisers go, is the private label brand. It is estimated that about 5% of the money spent for food goes for private label merchandise—that is, food items whose labels are controlled by the retailer.

Makers of nationally-advertised merchandise argue that the chains are merely cashing in on all the research and advertising which the manufacturers have done to pave the way for an acceptable product, without contributing anything. But the chains can often sell the private label brands at a few cents less than the national brands, and realize a greater profit.

Chain stores, then, have in many instances become far more than retailers. Great Atlantic & Pacific Tea Co., for instance—with an estimated 20% of its sales coming from its own labels—operates an empire that includes 35 bakeries, four salmon canneries, three cheese plants and 12 coffee roasting plants.

■ Another topic of conversation among the food merchants is the growth of non-food items in grocery stores. Chain policies run from those who sell only health and beauty aids all the way up to Grand Union, which operates its own Grand-Way Discount Centers, selling a wide array of general merchandise under one roof. *Food Field Reporter* estimates that non-foods accounted for 5.05% of total store volume in 1959, compared with 4.57% in '58.

Perhaps one of the reasons that independents were able to hold the line last year, and keep the same percentage of the retail food dollar, lies in the growth of cooperative and voluntary groups.

These groups band together in one form or another for one main

HIGH RATED LOCAL PROGRAMMING
★★ TOP ★★
AVAILABILITIES IN THE LARGEST FILM LIBRARY IN THE MARKET!
CALL BLAIR
Television Associates

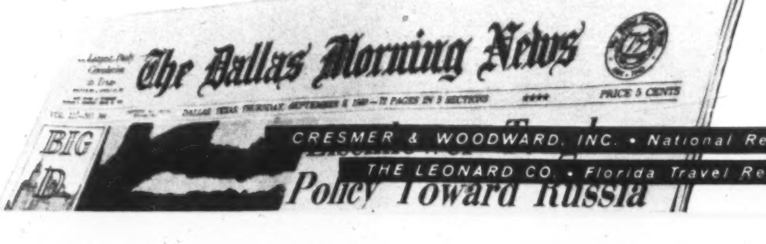
MILWAUKEE
witi-tv
CBS NETWORK
TV Capital of Wisconsin

the STORER station backed by 33 years of responsible broadcasting

Q: What makes Big D big?

ALL ROADS LEAD TO DALLAS!
Big D is served by more Federal and State highways than any other city except one!

Over 137,000 vehicles enter Dallas each day, bringing North Texans to work, to shop, to play! Reach them before they leave home — through advertising in The Dallas News. It's home-delivered before breakfast in 261 North Texas cities and towns, and throughout Dallas, of course.



CRESMER & WOODWARD, INC. • National Representative
THE LEONARD CO. • Florida Travel Representative

WESH-TV
NBC
PREFERRED IN ORLANDO-DAYTONA MARKET

THE BLADE

1st in Ohio in total grocery linage

(for sixth consecutive year)

8th in the nation in total grocery linage

TOLEDO

...a great market with an effective buying income of $7,233 per family

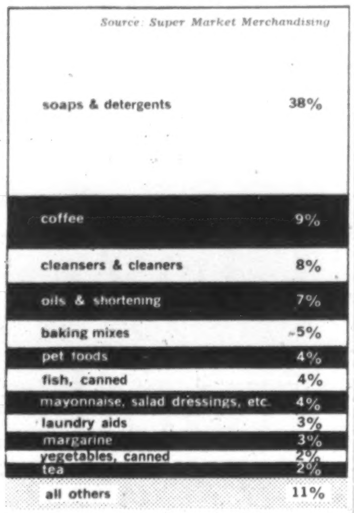
Not only does this effective buying income place Toledo second among all Standard Metropolitan Areas in the entire state of Ohio, but it is 11.5% greater than the national average. Clearly Toledo is a city on the move! Fortunately The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Which Product Lines Account for Deals



SOAPS HIGH—*Chart shows share of total deal case movement by category—with soaps and detergents leading the pack. Data are based on Supermarket Merchandising's 48-week study of operations in Von's supermarket chain, Los Angeles.*

reason—to buy in wholesale lots similar to the chains and bring their retail prices in line with the chain stores. Some groups also use unified advertising and promotional material.

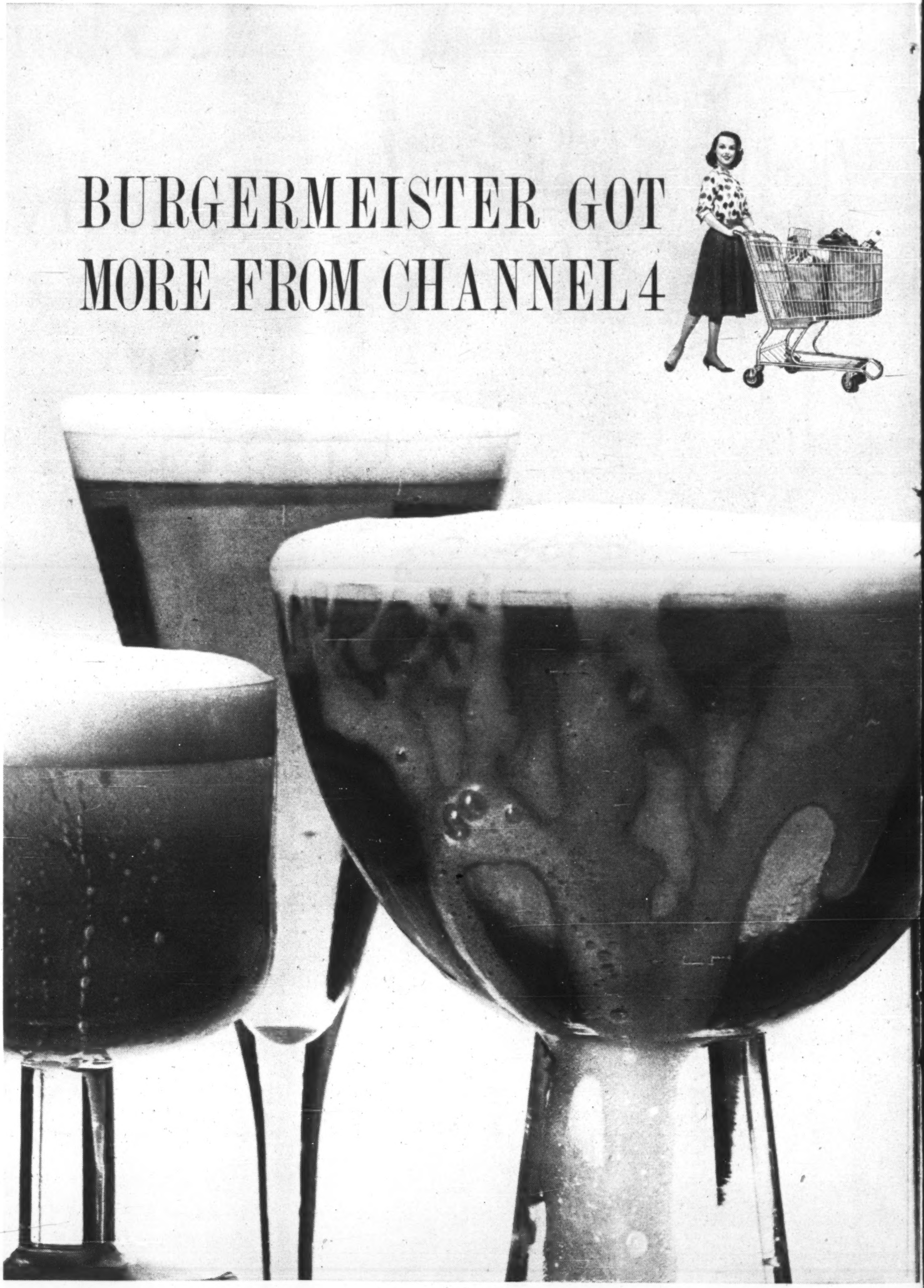
In some instances, independent wholesalers, threatened by this direct buying, "sponsor" independent retailer groups, offering promotional and advertising allowances and management and marketing consultant services.

■ Here is a capsule summary of the operations of ten of the leading food chains in the U.S.:

Great Atlantic & Pacific Tea Co., New York, operates more than 4,000 stores in 37 states, and for the fiscal year ended last Feb. 27 had sales of $5,048,574,000, a drop of 0.9% from the previous year. An estimated 20% of A&P's sales are in private label brands; it has 25 brand names copyrighted, including Ann Page, Our Own, Jane Parker and its three coffee brands —Bokar, Eight O'Clock and Red Circle. American Coffee Corp., a subsidiary, is reportedly the largest coffee buyer in the world. Only a small percentage of the company's sales are from non-foods. The company indicated it would sell non-foods only when and where forced to do so by a competitive situation. A&P leases all its stores, unlike some chains with extensive real estate. The company releases no advertising figures, but if it follows the industry average—about 1% of sales—its expenditure would be approximately $50,000,000. Gardner Advertising, New York, is the agency.

Safeway Stores, Oakland, Cal., operates 2,190 stores in 27 states and had 1959 sales of $2,383,011,000, up 7.1% over '58. Safeway's sales of private label brands are estimated at about 10%; non-food sales reportedly are under 5% of the total. Safeway is increasing its entry into shopping center locations. Edmund F. Becker is manager of the advertising and market research division. Advertising by the company is estimated at $15,000,000. The company has no corporate agency, but several are retained by its retail and supply divisions.

Kroger Co., Cincinnati, has 1,375 stores in 21 midwestern and southern states, and had sales of $1,911,902,000 for the fiscal year ended last Jan. 2, an increase of 8%. The company gets an estimated 9% of its sales volume from private label merchandise. The company is opposed to extensive non-food lines, preferring to handle only fast turnover items which can be conveniently carried home by the shopper and which require no servicing. About half of its stores being built this year will be in shopping centers. Kroger spends about $14,000,000 annually on ad-



Selling Television Sets?

Here's a preferred market—
at a popular price:
for less than 5¢ apiece,
you reach 87,000 dentists
(income and standard-of-
living well above average)
in a magazine they read
devotedly. May we give
you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

vertising. Frank S. Bamos is vp of merchandising operations; Campbell-Mithun is the agency.

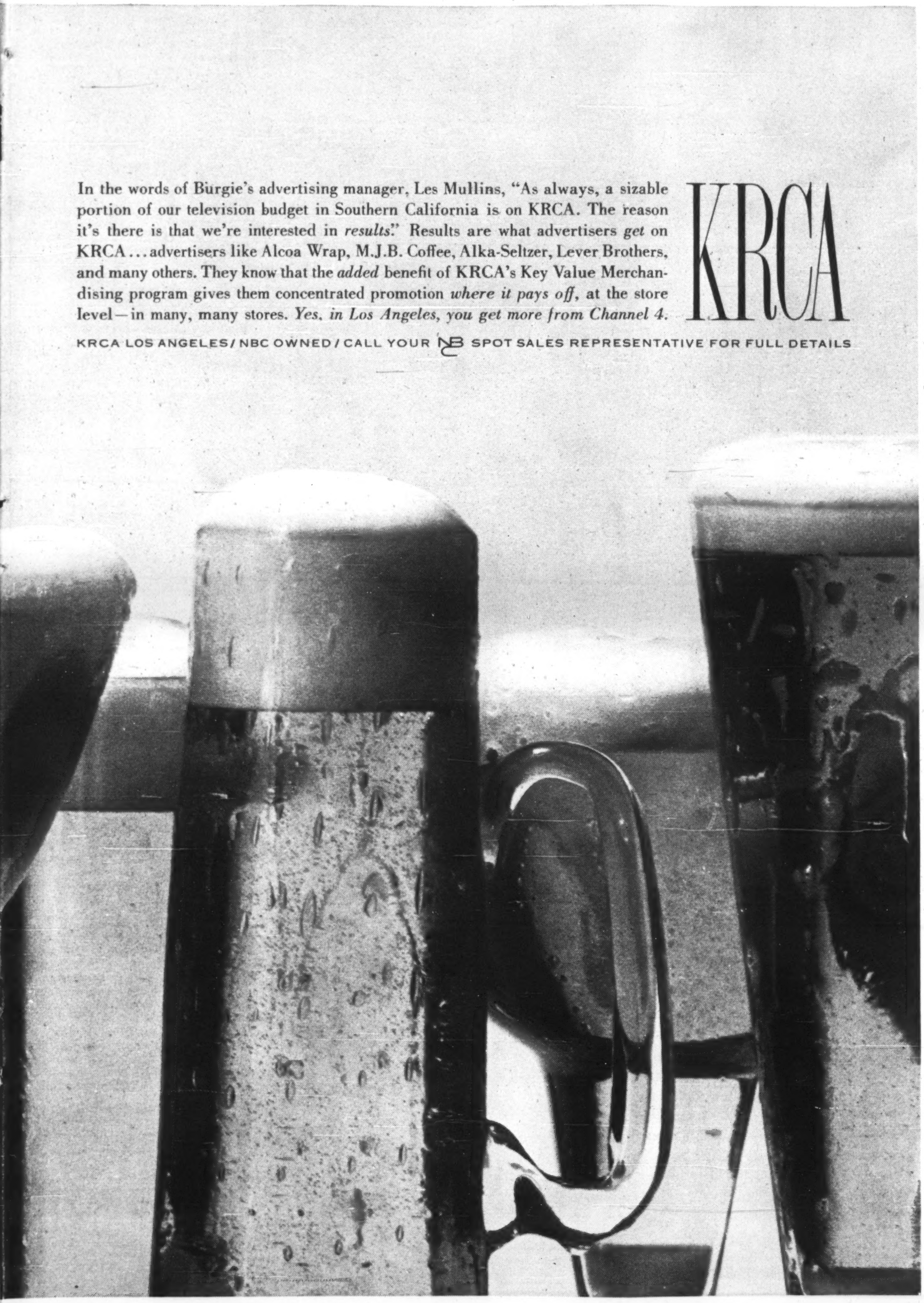
American Stores, Philadelphia, operates 804 stores in seven eastern states, and had sales totaling $889,452,000 for the year ended last April 2, up 1.7%. The company operates Acme supermarkets in addition to smaller stores under its own name. Private label merchandise is estimated to total about 10% of sales, with non-foods bringing in only 2% or 3% of the total. The ad budget is estimated at $6,500,000. A. Kohr Sprenkle is vp in charge of sales, buying and advertising. Gray & Rogers (broadcast) and Arndt, Preston, Chapin, Lamb & Keen (print), both Philadelphia, are the agencies.

National Tea Co., Chicago, with 903 stores in 19 midwestern states, had 1959 sales of $874,767,000, an increase of 4.5% over '58. National Tea is strongly in favor of nationally-advertised brands, and reports that private labels account for less than 3% of its total sales. Less than 5% of total sales come from non-foods, but the company said it is currently considering a heavier emphasis on non-foods. National Tea's annual ad budget is approximately $10,000,000. Ira O. Shy is vp in charge of sales and merchandising activities. Lilienfeld & Co., Chicago, is the agency.

Food Fair Stores, Philadelphia, operates 431 stores in 10 states along the eastern seaboard. Sales for the fiscal year ended last April 30 were $771,172,000, a rise of 4.9%. Food Fair is admittedly "sold" on shopping centers. Food Fair Properties Inc., a shopping center development and operating affiliate, begun in 1955, operates 21 shopping centers and has another dozen in various stages of development. Non-foods account for between 4% and 5% of sales, and private label brand sales run under 10%. Advertising by Food Fair is estimated at about $7,000,000 annually. Arthur Rosenberg is senior vp of sales, purchasing and advertising. Al Paul Lefton Inc., Philadelphia, is the agency.

Winn-Dixie, Jacksonville, Fla., with about 510 stores in 11 southern states, had sales last year of $698,190,000, an increase of 10.4%. The company said its private label and non-foods sales percentages are both nominal. The advertising budget is estimated at about $5,000,000. Peter McCormick is advertising director. Several agencies are used on a spot basis by the company's eight divisions.

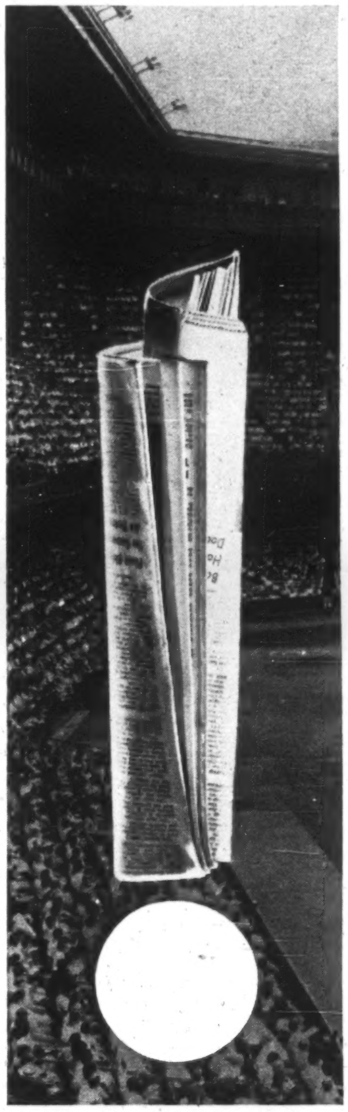
First National, Somerville, Mass., has 534 stores in eight eastern states. Sales for the year ended last March 26 were $525,351,000, a drop of 1.2%. Annual advertising



In the words of Burgie's advertising manager, Les Mullins, "As always, a sizable portion of our television budget in Southern California is on KRCA. The reason it's there is that we're interested in *results*." Results are what advertisers *get* on KRCA . . . advertisers like Alcoa Wrap, M.J.B. Coffee, Alka-Seltzer, Lever Brothers, and many others. They know that the *added* benefit of KRCA's Key Value Merchandising program gives them concentrated promotion *where it pays off*, at the store level—in many, many stores. *Yes, in Los Angeles, you get more from Channel 4.*

KRCA

KRCA LOS ANGELES / NBC OWNED / CALL YOUR NBC SPOT SALES REPRESENTATIVE FOR FULL DETAILS



234,333
YOU CAN'T IGNORE

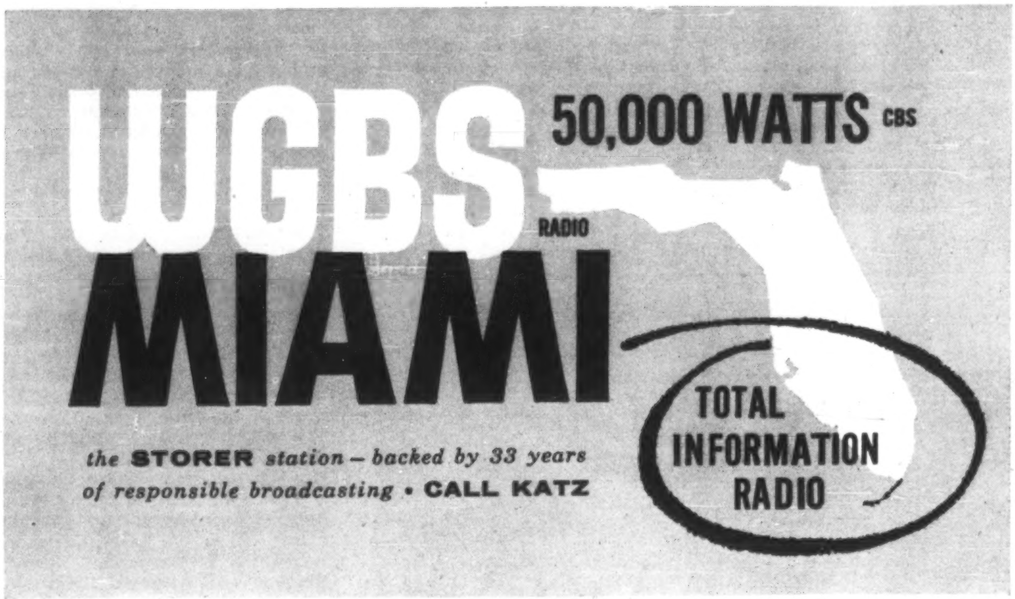
. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.


WGBS RADIO MIAMI
50,000 WATTS CBS
TOTAL INFORMATION RADIO
the STORER station – backed by 33 years of responsible broadcasting • CALL KATZ

is estimated at about $3,000,000. First National uses private label brands extensively in certain product categories, especially canned fruits and vegetables, coffee, tea and bakery products. Non-foods account for less than 10% of total sales. Advertising is estimated to run between $3,000,000 and $5,000,000 annually. J. Marshall Duane is director of advertising. John C. Dowd Inc., Boston, is the agency.

Grand Union Co., East Paterson, N.J., operates about 450 stores in 17 states, and had sales of $603,468,000 for the fiscal year ended Feb. 29, 1960, up about 20% over the previous year. In addition to its food stores, the company operates Grand-Way Discount Centers, which sell a variety of retail merchandise at discount prices. It also operates Eastern Shopping Centers Inc., a real estate affiliate. The company's ad budget is estimated at between $6,000,000 and $8,000,000 annually. Kastor, Hilton, Chesley, Clifford & Atherton, New York, is the agency.

Colonial Stores Inc., Atlanta, operates 459 stores in 10 southern states. Sales in 1959 totaled $450,749,000, up 3.1%. The chain is active in merchandising private label brands, with estimates of private label sales running between 15% and 25% of total sales. Non-foods sales are between 2% and 4.5%, depending on the area. Colonial goes in heavily for shopping center locations, and for the past two or three years, the company said, more than half of its new stores have been located in centers. The company spends an estimated $4,500,000 on advertising. Liller, Neal, Battle & Lindsey, Atlanta, is the agency. #

Reddi-Wip, with $750,000 Budget, Has Staying Power

Los Angeles, Sept. 28—Push-button magic is the secret that enabled Reddi-Wip to become a familiar product in America's kitchens.

Reddi-Wip is a pressurized can that ejects rich whipped cream at the touch of a finger.

The result of two years of development work, the product was introduced into St. Louis by A. C. Lapin, a former clothing executive, in November, 1948, and started national distribution in September of 1949. Since then it has been joined by a low-calorie brother, Top-Wip, which Reddi-Wip Inc. acquired in 1958.

■ Reddi-Wip is franchised to large companies which process the product, and distribution is handled through dairies.

About $750,000 is spent on advertising Reddi-Wip and Top-Wip annually.

Kenyon & Eckhardt handles the account. #

No-Cal Aims at Gals on Diet, Hits $4,500,000 Clip

Brooklyn, Sept. 28—One of the biggest success stories in the dietetic food field in recent years is that of No-Cal beverages, marketed by Kirsch Beverages Inc.

The story behind the product goes like this: In 1950, Kirsch, then marketing a line of regular soft drinks in the New York area, decided to develop a product free of sugar, salt, fats, proteins and carbohydrates. The original idea was to aim the soft drink at consumers whose intake of these substances was limited because of medical or other reasons.

To gain rapid distribution and dealer acceptance, the company decided to introduce No-Cal in an odd-size (16 oz.) throwaway bottle. The 16 oz. bottle—an innovation in soft drink packaging in the early 1950s—was chosen because research studies had indicated that only one or two members of a family were weight-conscious. It was also discovered that women shoppers were more willing to lug six smaller bottles than two of the larger 32 oz. sizes. Throwaways eliminated deposit bottle handling by grocers and retail merchants.

■ In 1952, Kirsch brought out in the New York market its first No-Cal flavor, ginger, which proved so successful four more flavors were added by 1953. Instead of aiming

Managers AND Clerks Sale!
Managers AND Clerks Sale!
Managers AND Clerks Sale!
Managers AND Clerks Sale!

IN BUFFALO Food Stores Start the Day Right... in the Morning

Buffalo's three largest corporate food chains and three largest voluntary groups all run the *first* announcements of their weekly offerings in the *Morning* Courier-Express. They catch the housewife when she's planning menus and making up her shopping list.

In 1959, the Courier-Express carried a weekly average of 11 pages of retail grocery advertising. This in-the-morning selling power of the Courier-Express is further proved by leadership in such major classifications as men's clothing stores, women's clothing stores, men's-women's clothing stores, automobile dealers and many others.

Whether you sell men — or women — or both, you cannot reap your full share of the Buffalo market without the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,903 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market
Buffalo Courier-Express
ROP COLOR 7 DAYS
Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

Photo by Tony Spina—Free Press Chief Photographer

WORLD'S LARGEST INDUSTRY SHOW

SAYS IT!!

Detroit Leads the Way!

October 15th-23rd, the nation's attention will be centered on the 1961 models displayed at the 43rd National Automobile Show in Detroit's new Cobo Hall-Convention Arena.

Cobo Hall-Convention Arena is the spectacular 54 Million Dollar showpiece of Detroit's inspiring 100 Million Dollar downtown Civic Center.

It is the World's Largest Exhibition Building! It overlooks the World's Busiest Waterway!

Detroit, with its new Cobo Hall-Convention Arena, now bids strong to become one of the world's greatest convention and trade show cities. Already confirmed and tentative bookings promise an influx of 300,000 visitors in 1961.

A great new business upsurge is anticipated for Detroit.

The Detroit Free Press invites inquiries from all business and industry interested in the healthy, vigorous climate of this great industrial state.

For the amazing story of Free Press growth and leadership, ask your Story, Brooks & Finley man.

THE NO. 1 NEWSPAPER IN MICHIGAN

1 newspaper at 1 low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!

The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley the product at diabetics and other limited diet consumers, Kirsch concentrated on women consumers with a heavy advertising campaign on daytime radio and in local newspapers.

In 1954, Kirsch set up a franchised bottler organization and moved No-Cal into the Los Angeles market. It continued to add bottlers and currently has operations in 20 major metropolitan markets (in nine states), in Alaska and in Canada.

While there are no definitive figures on the actual size of the dietetic beverage market, informed industry estimates place the total unit volume at about 15,000,000 cases. *Food Field Reporter* lists dietetic soft drinks as one of the ten fastest growing foods in grocery stores in 1959, with total sales of $11,050,000, up nearly 10% over sales in 1958. As a closed company, Kirsch Beverages does not release sales figures, but reliable sources estimated the company's 1959-1960 volume at about $4,500,000.

■ No-Cal's success has attracted other big beverage companies to the dietetic market. Although the undisputed leader in the East, No-Cal's lead in other diet-conscious metropolitan areas in the U. S. is being threatened by Canada Dry, whose distributing organization is considerably more extensive than Kirsch Beverages. In addition to Canada Dry, major competitors in eastern markets include Cott Beverage Corp. and Hoffman Beverage Co., which reportedly trail behind No-Cal and Canada Dry in the lucrative East.

To meet the increased competition, No-Cal has stepped up its advertising program in recent years. In 1959, the company invested $465,000 in advertising, including $150,000 in newspapers, $120,000 in spot radio, $75,000 in spot tv, $60,000 in magazines, $10,000 in trade and medical journals and $50,000 in point-of-purchase materials and publicity programs. The 1960 budget is expected to be considerably higher. #

How Top Brands Control Their Markets

Health and Beauty Aids

ITEM	55%	75%	ITEM	55%	75%
Toothpaste	2	4	Rubs (chest & muscle)	2	4
Toothpaste (aerosol)	2	3	Antacids	2	3
Toothpowder	1	2	Laxatives	3	5
Toothbrushes	2	3	Cotton items	1	1
Denture needs	2	2	Disinfectants	1	2
Mouthwashes	1	1	Cotton swabs	1	1
Shave creams	2	3	Gauze & cotton sponges	1	1
Shave creams (aerosol)	3	4	Adhesive tape	1	1
Razors & Blades	1	2	Adhesive bandages	1	1
Pre-shaves	1	1	Antiseptics	2	3
After shaves	2	3	Baby oil	1	1
Men's hair grooming aids	3	4	Baby lotion	1	2
Women's hair grooming aids	2	2	Baby powder	1	2
Cream shampoos	2	2	Baby pants	3	5
Lotion shampoos	2	3	Talcum powder	2	4
Liquid shampoos	3	7	Face powder	1	1
Hair clips & bobby pins	1	1	Face cream	3	5
Hair rinses	2	3	Lipstick	1	1
Wave sets	2	3	Sun Tan products	2	2
Hair sprays	3	4	Bubble baths	4	6
Home permanent kits	2	3	Hand lotions	2	5
Spray deodorants	1	1	Nail care accessories	2	2
Cream deodorants	2	3	Nail care applications	1	1
Roll-on deodorants	2	3	Rubber gloves	1	2
Stick deodorants	3	5	Sanitary napkins & Tampons	2	2
Headache remedies	3	4	Sanitary belts & pants	1	2
Cold tablets	2	3	Artificial sweeteners	3	4
Cold medicines	3	9	Vitamins & tonics	1	2
Cough syrups	2	4		106	163

MINORITY RULE—*Top brands usually control health and beauty aids business in supermarkets. This chart, from Chain Store Age, shows the number of leading brands a department must stock to satisfy the wants of 55% and 75% of store customers. In some categories—mouth washes, pre-shaves, spray deodorants, face powder, certain first aid supplies, lipstick, nail polish, baby oil, etc.—only one brand is sufficient to control 75% of the market.*

REACH

MORE PEOPLE AND MORE MONEY WITH KMTV

New ARB Coverage Study: KMTV serves more counties and leads Omaha stations in audience circulation, day and night.

Established Rating Facts: KMTV leads day and night in Omaha, and in Lincoln KMTV has four times the quarter hour dominance of the other Omaha stations combined.

New Census Facts: Omaha and Lincoln have over one-third of Nebraska's total wealth and population.

When you buy KMTV you get Omaha, Lincoln and Western Iowa: *Coverage Study. *Rorabaugh. *Nielsen. *ARB. *Petry, for a two-market buy at a one-market price.

KMTV-3: EXCLUSIVE NBC FOR OMAHA-LINCOLN!

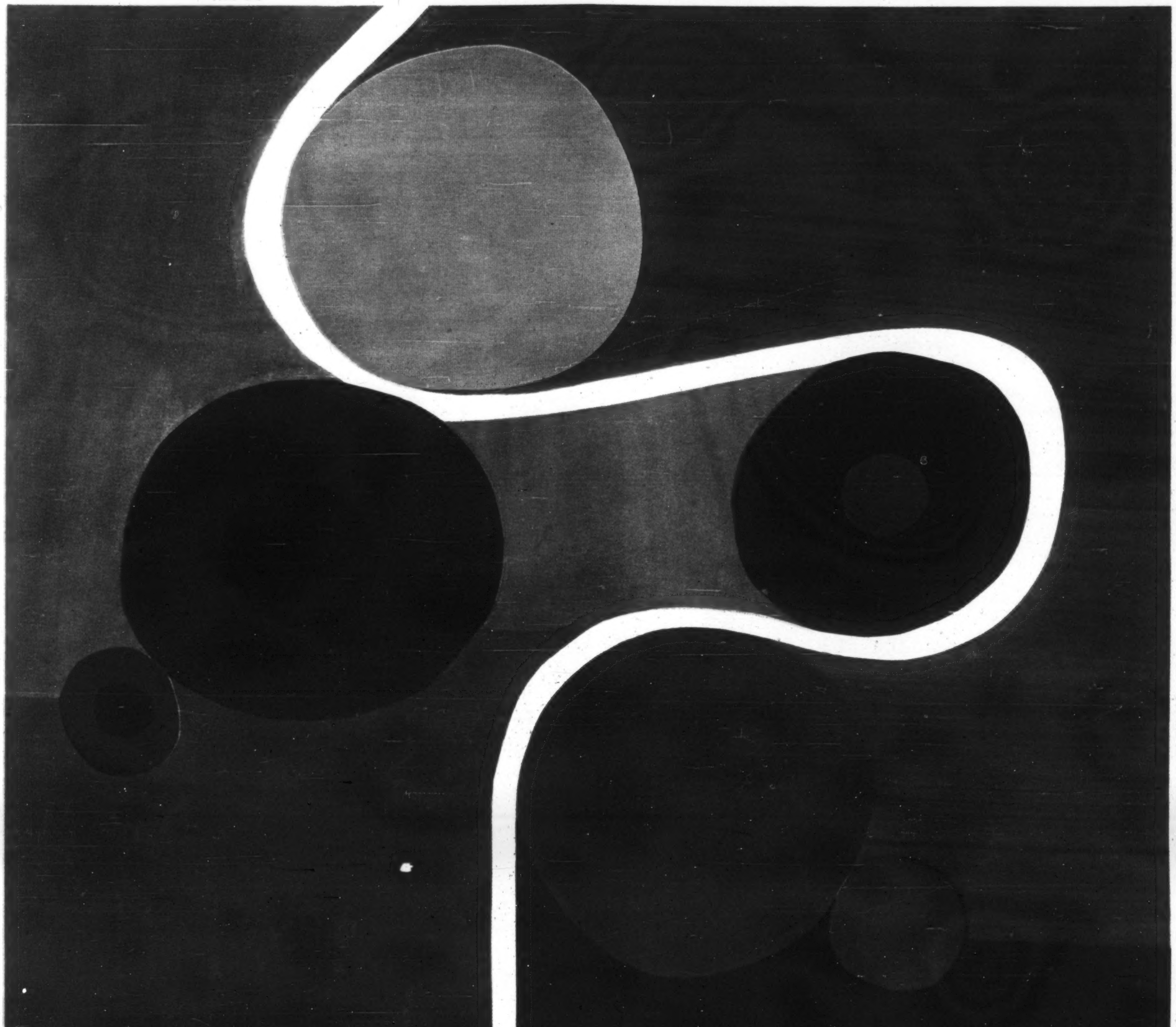
BIG NEWS from BIG "D"...

The exciting new Dallas Times Herald Sunday Magazine
Starts October 2

After all, one out of every nine Texans lives in metropolitan DALLAS. Come October 2, in DALLAS, more people will read SUNDAY than any other magazine. Tops in circulation. Economical full-color. Fills that "gap" in Sunday gravure coverage in the Southwest. End of argument!

Member Metropolitan Sunday
Newspapers, Inc.
Represented nationally by
The Branham Company

SOUTHLAND LIFE



THE PHILADELPHIA BULLETIN TAKES BOTH TOP HONORS IN R.O.P. COLOR

JUDGED BEST IN REPRODUCTION OF BOTH SPOT AND FULL COLOR ADVERTISING AMONG NEWSPAPERS OVER 250,000 CIRCULATION

The Philadelphia Bulletin has won both top honors in the 1960 R.O.P. Color Contest conducted by Editor & Publisher. This marks five first prizes which The Bulletin has earned in this contest in the last four years!

The 1960 awards are:

1st Prize—3 colors and black—among newspapers over 250,000 circulation.
Advertiser: Yuban Instant Coffee. Agency: Benton & Bowles.

1st Prize—1 color and black—among newspapers over 250,000 circulation.
Advertiser: Alpine Cigarettes. Agency: Doyle Dane Bernbach.

Outstanding color reproduction is another reason why The Bulletin leads in R.O.P. color in Philadelphia.

In the first 6 months of 1960, The Bulletin published 53% more R.O.P. color advertising than any other newspaper in Philadelphia!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York, 529 Fifth Ave. • Chicago, 333 N. Michigan Blvd. • Detroit, New Center Bldg. • Los Angeles, 3540 Wilshire Blvd. • San Francisco, 111 Sutter St.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

CLEVELAND
WJW TV
MORE MOVIE AUDIENCE THAN ANY OTHER STATION!
CBS
the STORER station backed by 33 years of responsible broadcasting • CALL KATZ

Coming: Dispensers of Instant Coffee, Tea, Milk . . .

New Products Bring Package Innovations

HANDY—*Charcoal Brix Co. provides a packaging innovation—the product is ready to burn, package, wrapper and all. The twin pack is also designed for store display.*

Supermarkets Influence Design of Food Items, Toiletries, Non-Foods

By Karl Fink
President, Package Designers Council, New York

Karl Fink heads his own industrial design organization and is in his second year as president of the Package Designers Council. A seven-year-old organization, PDC membership includes about 80 of the 100 top designers in the U. S. today. About 75% of the membership does food packaging design. In this article, prepared especially for ADVERTISING AGE'S *food issue, Mr. Fink spots the latest trends and looks into the future.*

Food and grocery marketers are beginning to do a better job of understanding the consumer in depth.

With that understanding is coming the development of new and desirable products which are closely related to the growth of the nation's food packagers.

Karl Fink

Fundamentally, we have reached near saturation in the quality and sanitation that can be built into mass-produced food and grocery products. Now the better way to build sales is through the introduction of new products that are labor-saving and more glamorous and that make a new spot for themselves in the consumer kitchen.

Of course, some of the old products are exceptions—old products that have been transformed, along with their packages. For example, certain soaps are now detergents . . . cleansers now include new bleaching features . . . Lifebuoy is almost unrecognizable.

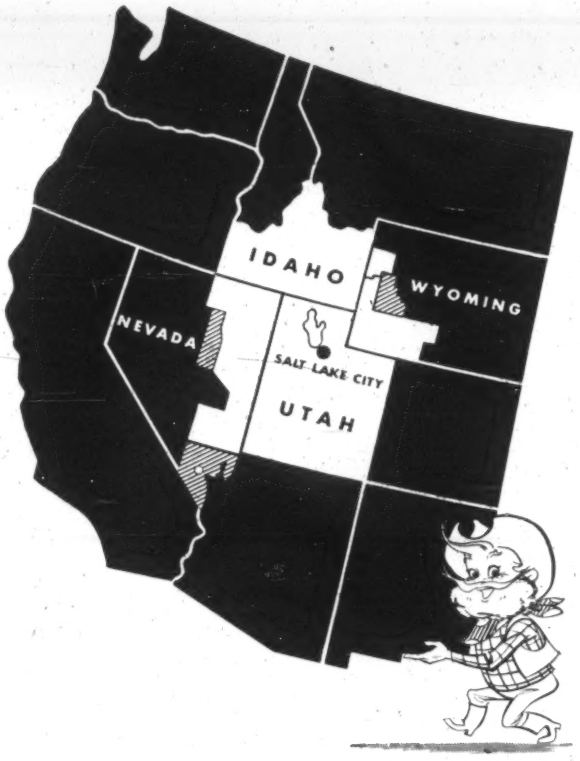
■ But generally the accent will be on new products. Here are some of the innovations, including accompanying packaging and design changes:

- We can look for more multiple packaging to accommodate the once a week shopper and the larger families (who buys one can of soup today?).
- We haven't heard the last about

Hawaiian
golden punch
The PINEAPPLE-PASSIONFRUIT Drink

PUNCH—*Bigness, combined with strong visual interest, is illustrated by this giant can of Hawaiian Punch.*

IF 1,500,000 IS A "MUST" MARKET . . . SALT LAKE IS A MUST!



Newspapers are the Best National Media. Penetrate Markets Deepest. Minimum Duplication. Greatest Selling Power. The people of America Buy 58,000,000 newspapers Every Day.

Salt Lake's two metropolitan newspapers, with four-state circulation, open the sales-door to 1,500,000 prosperous prospects living in this vast marketing area. Make no mistake — this market is different! Buying and selling does not stop at the imaginary boundaries of Salt Lake City, a fact recognized by the Department of Commerce when they designated the area "The Salt Lake Wholesale Trading Zone." Fill this gap in your marketing map!

NEWSPAPER AGENCY CORPORATION · AGENT · NAC
The Salt Lake Tribune (MORNING & SUNDAY)
DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

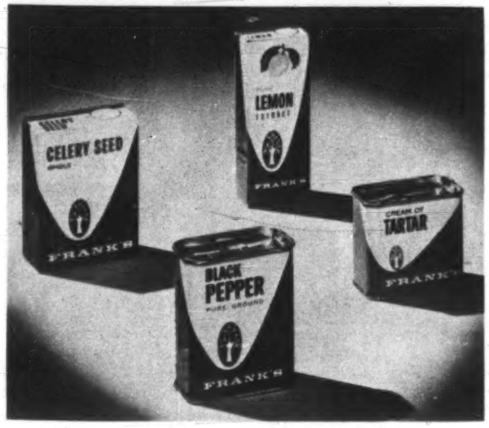


TABLE USE—*Frank's spices have new package playing down logo, making spice cans more acceptable on table, buffet, kitchen shelf.*

dispensing packages. We will almost certainly, in the not too distant future, at the table accurately and with ease dispense granular material like instant tea, instant coffee, sugar or malted milk. Milk dispensing equipment is already being installed in certain home areas.

- A logical progression to this process will be the supermarket involvement with half gallon or gallon units for thirsty children.
- When the cost comes down, we can expect increased use of materials like plastic foam to package foods like produce, eggs and meats.
- The increased sale of soft goods, greeting cards, phonograph records, books and other non-food items, including toiletries and drugs is beginning to influence the look of the food items sold in those very stores. Most assuredly toiletries design is influenced by these new outlets. Cigar five-packs enjoy increased success because of their new supermarket sale.

■ The new look in packaging is certainly more than skin deep. The gradual evolution from the cracker barrel, sugar bag and butter tub has, in recent years, taken some long leaps toward sophistication in marketing.

Here are some trends that are already apparent:

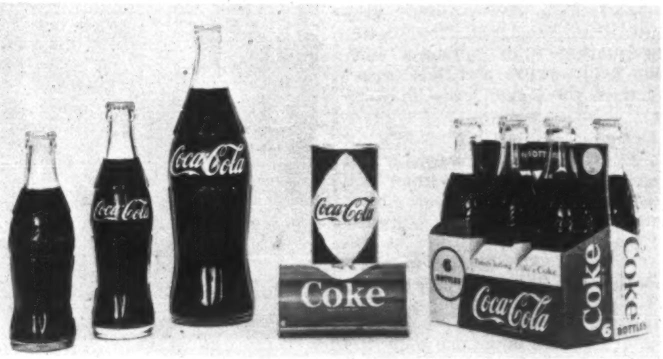
The new films, the new squeeze plastics, the new aerosols, have had their "shakedown" periods and are now more intelligently designed for humans to use. There are more ziptapes, more human engineered closures to aid the consumer in getting at the product. Crackers are unitized within a multiple pack for controlled freshness, trays and pans and cups of aluminum are part and parcel of newly developed packages of partially prepared foods.

There seems to be a trend toward atmosphere packaging . . . less billboardy and with visual feeling appropriate to the product and its happy use in the home. Detergents are still brassy but there are the new liquids in handsome polyethylene containers. Foil seems also to have had its shakedown. While it has real decorative value, in cases where its protective factors do not count, the novelty of foil for foil's sake seems to be wearing off; its uses now have sounder reasons.

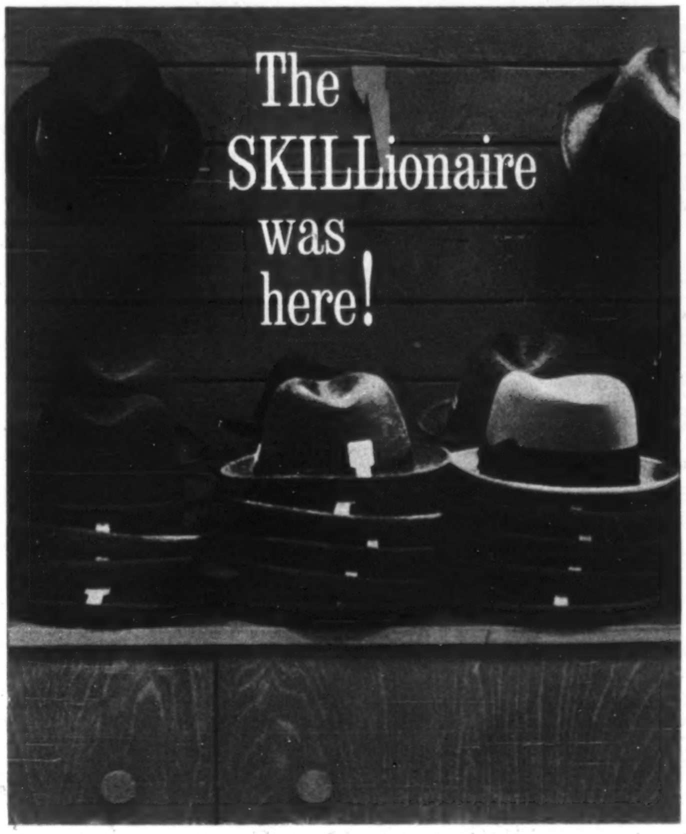
■ We see more packaging for table use. The new Heinz vinegars, the Morton salt cellars, the handsome beer cans and bottles, all make it more pleasant for the housewife to use the package directly at the table. New developments in film and laminates have made the prepackaging of sliced cheeses and provisions more feasible. Consequently, brand names begin to figure in areas where they didn't before. Billboards and brassiness are not finished, however. There are still fluorescent inks on soap cartons and other items.

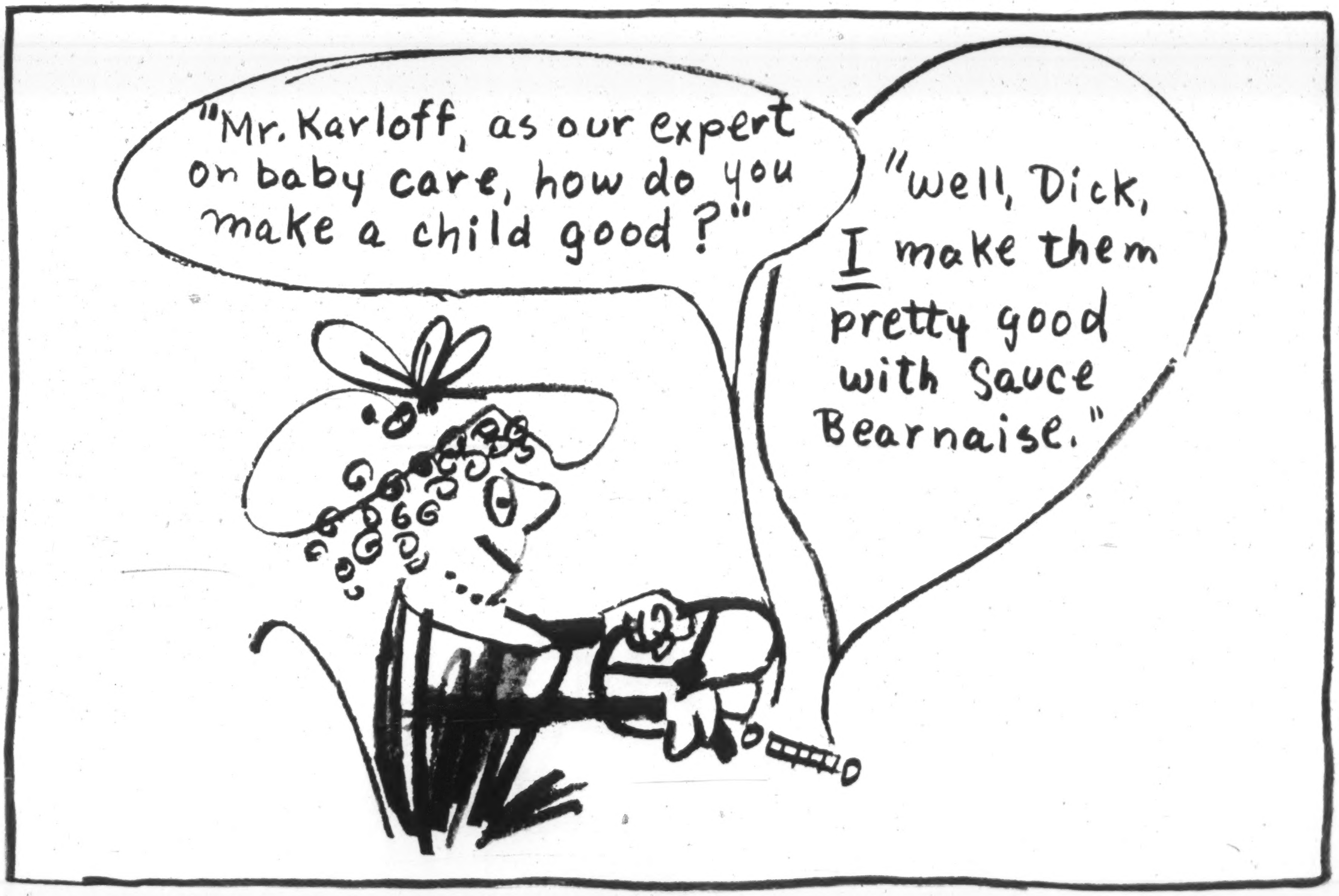
We find new products such as Brix designed by Dixon & Parcels and Diamond National's Charcoal Briquettes designed by Harry Lapow, ready to burn, package, wrapper and all. By designer Lapow, also, an aerosol barbecue sauce called Andersen Sizzl Spray, the truly modern way to bake.

These are products completely



BIG BROTHERS—*New sizes are boosting beverage sales. Familiar 6-oz. size bottle of Coca-Cola has been joined by two larger sizes, both keeping the Coke bottle shape, as well as Coke in cans.*



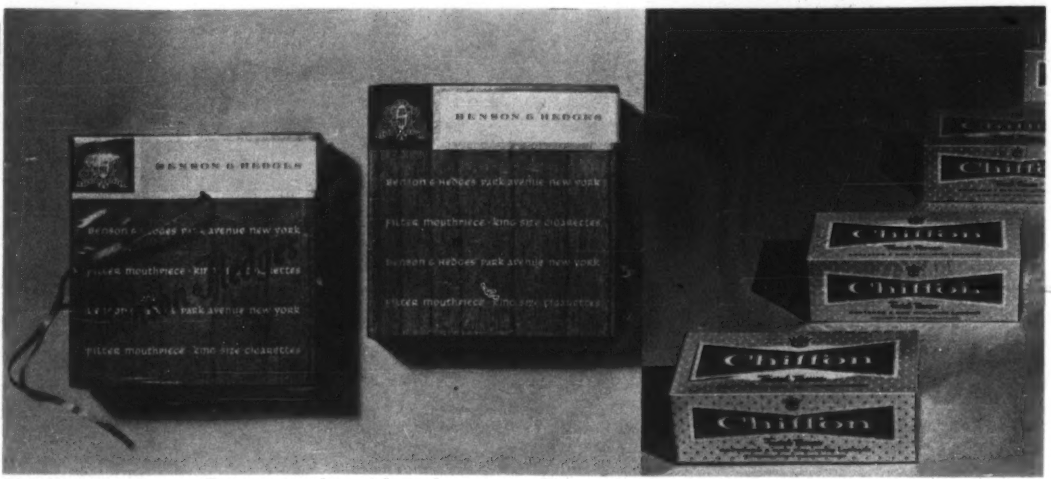

"Mr. Karloff, as our expert on baby care, how do you make a child good?"
"Well, Dick, I make them pretty good with Sauce Bearnaise."

new in concept and their newness is mainly the package. Years ago there would have been store clerks to explain and sell them. Now the package itself must do it.

We are learning to use intelligent design and attractive materials to sell goods, e.g., canned meat labels on aluminum foil such as the Armour line by Raymond Loewy Associates or the Dial Soap foil wrapper designed for Armour by Robert Sidney Dickens.

■ There is the Frank's Spice line designed by Smith, Scherr & McDermott which uses the package itself as a trademark. The designer was able to play down or "soft-sell" the logo and trademark, making these spice cans more acceptable in the home, possibly on an informal table or buffet or exposed in the kitchen.

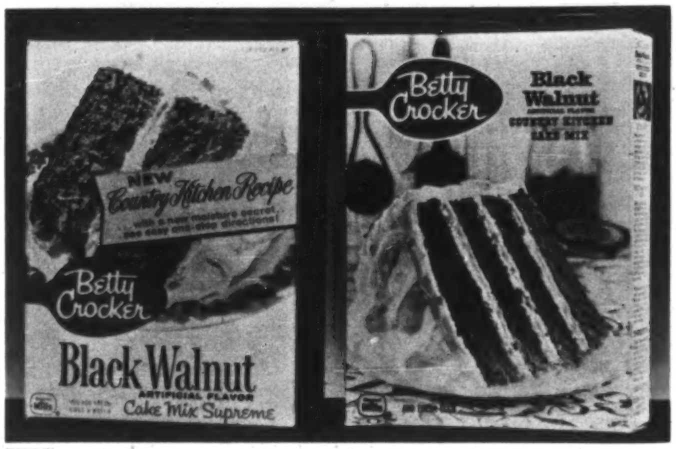
Full-color photography is more sophisticated, not as self-conscious . . . not as overdone. About a year ago the color photographers and printers gave their all and produced wedges of cake with texture and lightness and fluffiness that were nearly always better than the real thing. We now have "environmental" photography as on the General Mills Betty Crocker "Country Kitchen" cake mixes designed by Lippincott & Margulies and the Procter & Gamble Duncan Hines cake mixes designed by Donald Deskey & Associates. The pictures are somehow more believable because of the more lifelike or kitchenlike backgrounds and "environment" given to the cake.



TRANSPARENT DEVICE—*Two examples of brand names being printed on the transparent overwrap are Benson & Hedges cigarets and Chiffon facial tissues. The wrapper provides strong brand identification, but a handsome container remains when the overwrap is removed.*

■ One finds new non-food or grocery items designed for better supermarket sale: Sylvania electric light bulb, Yardley men's toiletries, the large Coca-Cola bottle.

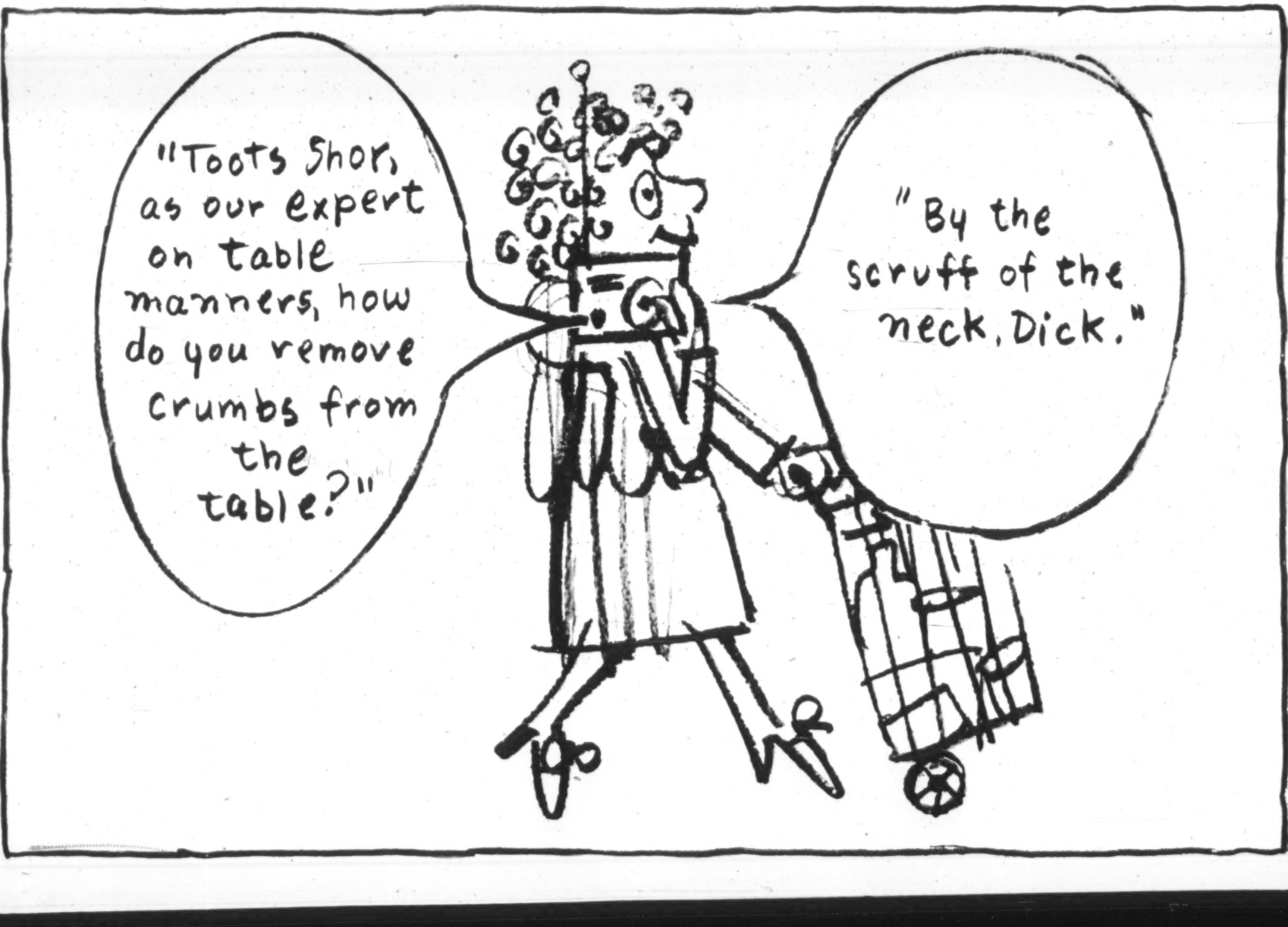
Designer Robert G. Neubauer claims that the package is no longer the "silent salesman"; it must now be articulate . . . must communicate, but not in as "postery" and brutal a fashion as before. Designer Royal Dadmun's Minute Maid frozen foods use awning stripes rather than oversized lettering to identify. Neubauer's Yuban Coffee makes use of a distinctive private mold jar and restrained graphics to tell its story. The big and bold still has its place but with some visual interest such

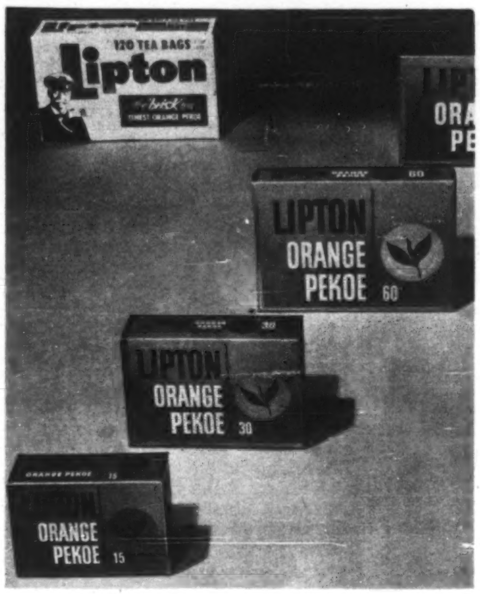


ATMOSPHERE—*Evolution of color photography techniques on packages shows Betty Crocker's country kitchen line going from simple product picture (left), to new "atmosphere" shot of cake in kitchen setting.*

NEWSPAPERS
SELL BEST IN
NASHVILLE
REACHING 9 OUT OF 10 HOMES
IN METROPOLITAN NASHVILLE;
7 OUT OF 10 IN THE 38-COUNTY
RETAIL TRADING ZONE

Nashville Banner — PLAN $16 MILLION IN HOMES
Evening
THE NASHVILLE TENNESSEAN — MID-STATE GAINS NEW PLANT
Morning ● Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.


"Toots Shor, as our expert on table manners, how do you remove crumbs from the table?"
"By the scruff of the neck, Dick."



REVAMPED—*Lipton attains new atmosphere through use of design and color in this new package now used in Canada. Upper left: Old package.*

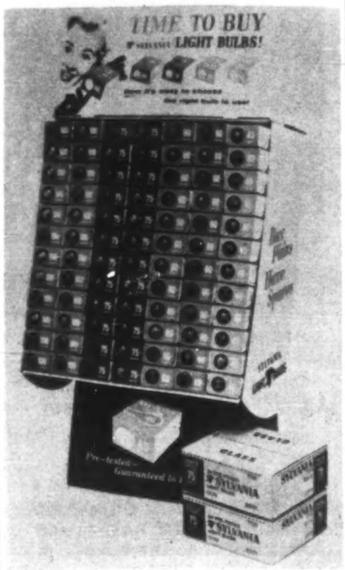
as in the giant can of Hawaiian Golden Punch designed by Walter Landor & Associates.

The Chiffon line of tissues and napkins designed by Frank Gianninoto & Associates represents an interesting concept of printing the brand name on a cellophane overwrap . . . remove wrap and you are left with a handsomely decorated box for elegant home use . . . no brand name but an easy to recognize polka dot pattern. This same strategy is used in the new Benson & Hedges cigaret box, where the large Benson & Hedges name gets torn away with the cellophane overwrap leaving the cigaret box elegant but quietly identified.

Another return from the "postery" is Gianninoto's re-design of the Canadian Lipton Tea packages. Here we have atmosphere packaging attained through color and graphics. Cereals are now in cartons that are painfully thin with maximum billboard area on the face panel. Maltex's Maypo design is representative of the trend toward amusing pictorial illustrations to interest the children at breakfast time. Full color on folding boxes is easier to come by now, due to the many newly installed multicolor presses and to newly available gravure and lithographic facilities.

■ Trends in food and food packaging are a fascinating and never-ending subject. Change and innovation is its life blood. Some consumers are scared by it. I know of several who use smaller markets because the big ones tantalize them with too many new items that their budget doesn't allow. Changes in product image are introduced with less fear of dire results. Testing makes much of this possible.

But change in image is almost expected. No matter how effective the package, there are no doubt many products that have a new look if only to show that the product inside hasn't stood still. #



BRIGHT—*Sylvania comes up with new packaging designed to boost sales for non-food items in supermarkets.*

'Beauty Salon,' for Negro Beauticians, to Bow

Johnson Publishing Co., Chicago, publisher of *Ebony*, will bring out a new monthly magazine, *Beauty Salon*, in November. Designed for the estimated 100,000 Negro beauticians in the U. S., the 8½x11" book will have a guaranteed circulation of 25,000. Rates will be based on $650 a b&w page. Subscription price is $5 a year.

Frewen Joins Reach, McClinton

Frances Ann Frewen, formerly a copy group head at J. Walter Thompson Co., Toronto, has joined Reach, McClinton & Co., New York, as a copywriter. At Reach, McClinton & Humphrey, Boston, Paul B. Cavanagh, art director and vp for 23 years, has become a consultant to the agency and other companies. Warren Manning has joined the creative staff in Boston as an art director.

KOMU-TV to Avery-Knodel

KOMU-TV, Columbia, Mo., formerly handled by H-R Television, has appointed Avery-Knodel its national representative.

Expect BIG RESULTS in a SECOND*

*WISCONSIN'S GREAT 2nd METRO MARKET
GREEN BAY-APPLETON INTERURBIA

FACT #8

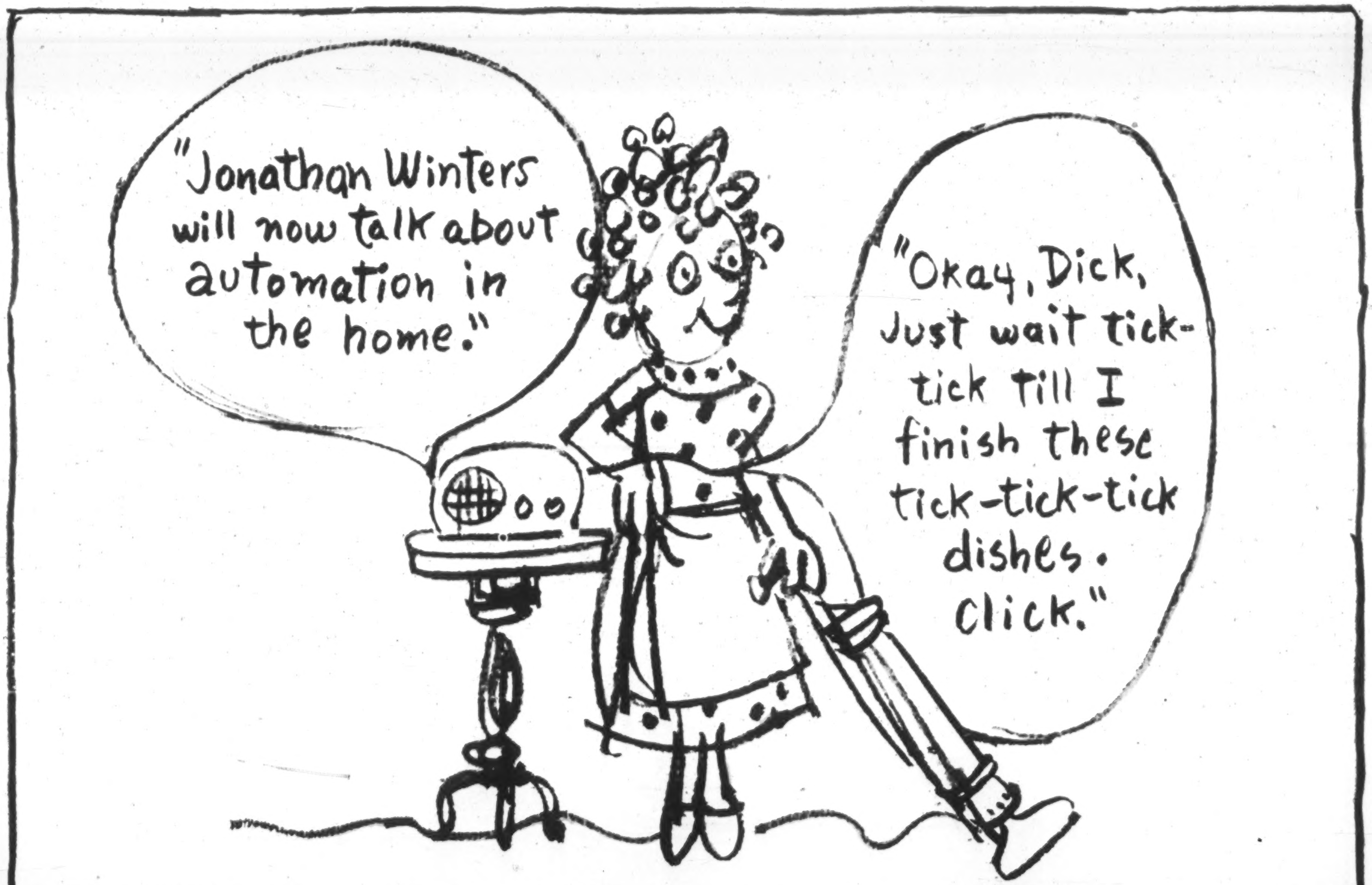
FOOD SALES,
$71,764,000.
(Sales Management Survey of Buying Power, 1960)

Saturate This Great Market with One Low Combination Rate

GREEN BAY
PRESS-GAZETTE

APPLETON-NEENAH-MENASHA
POST CRESCENT

Represented By SAWYER-FERGUSON-WALKER Co., Inc.



"Jonathan Winters will now talk about automation in the home."
"Okay, Dick, Just wait tick-tick till I finish these tick-tick-tick dishes. Click."

Jim Dodd Joins Pfizer

James P. Dodd, formerly associate director of merchandising in charge of a number of food, drug and pharmaceutical accounts at Sullivan, Stauffer, Colwell & Bayles, has joined Chas. Pfizer & Co., New York, as director of sales for the J. B. Roerig & Co. division.

St. Anthony
MESSENGER

Circulation rising steadily
in number and value
but rates remain the same

DEC. ISSUE CLOSES OCT. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

QUINCY, ILL.

HUB OF AN ISOLATED
TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

QUINCY IS A VERY IMPORTANT FOOD MARKET. The new Kroger (16,800 sq. ft.) and National Food (18,000 sq. ft.) Super Markets in Quincy's recently opened 29-unit Casto Shopping Center make the Quincy Market TOPS for these great companies in the central midwest (exclusive of metropolitan St. Louis).

IOWA
ILLINOIS
QUINCY
MISSOURI

ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

Member St. Louis and Illinois Interurbia Group

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

Media in '59 Get $18,500,000 from Food Assns.

(Continued from Page 61)

jor media last year.

The 31 leaders included every association spending $25,000 or more in at least one of the measured media. Of their total expenditure, newspapers got the largest share—$7,475,291—followed by magazines, which took $5,623,377, and television, $4,618,760 (divided about equally between spot and network).

Heading the list was the Florida Citrus Commission with a measured expenditure of $5,328,066, including $2,452,765 in newspapers, $1,852,309 in magazines and $1,022,992 in network tv.

Look what you can do with
and chicken!

CLING PEACH PUSH—*This full-color spread featuring four recipes for hot cling peaches and chicken is running in Better Homes & Gardens, Ladies' Home Journal and McCall's in October as part of the Cling Peach Advisory Board magazine drive, to continue through December.*

Second largest advertiser was the American Dairy Assn. with $3,865,965. Like Florida Citrus, American Dairy put the largest sum in newspapers. The breakdown was: newspapers, $1,923,548; network tv, $1,209,127; magazines, $487,920, and spot tv, $134,970.

Third was Sunkist Growers with $2,272,358, including $1,047,904 in newspapers, $964,281 in magazines, $128,700 in spot tv, and $131,500 in business publications. Next on the list were Tea Council of U.S.A., $1,458,150 (spot tv, $974,150; spot radio, $484,000) and the Cling Peach Advisory Board, $1,038,557 (magazines, $777,790; newspapers, $216,047; spot tv, $44,720).

■ The money for these outlays is raised usually by assessments on the members, the size of the assessment on each member determined by his production volume. For example, farmers who belong to the American Dairy Assn. pay into it 2¢ per hundredweight of the milk they bring to market. The Florida Citrus Commission, a nonprofit, state of Florida agency, gets its revenue from a tax of 5¢ a box on oranges and tangerines and 6¢ a box on grapefruit. Sunkist Growers in California levies an assessment of 6¢ a box on oranges, 9½¢ a box on lemons. The Cling Peach Advisory Board members assess themselves $1.50 a ton.

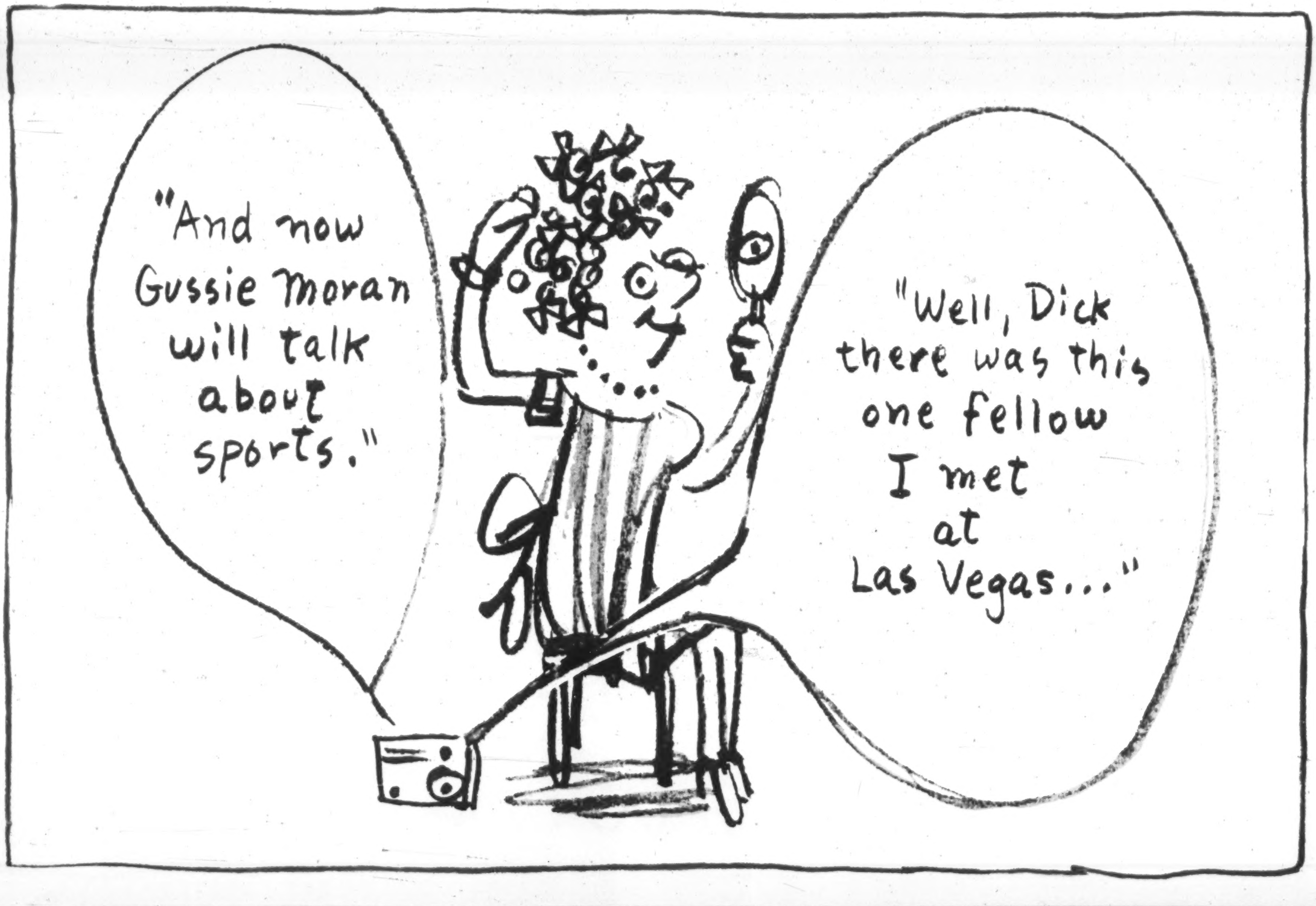
Evidence of the success and growth of the food associations is the swift increase in their numbers since World War I. Of a dozen of the top advertisers which AA found listed in the "Encyclopedia of American Associations," seven were founded in the past 20 years.

Sales increases during association campaigns also have heightened the interest of growers and farmers. At the Florida Citrus Commission 22 producers of Florida frozen orange concentrate waged a four-month, $3,359,000 advertising and promotional campaign from September to December last year to bolster what looked like a bad season. The commission's general manager, Homer E. Hooks, reported that from Sept. 1 to Dec. 12 sales of frozen orange concentrate in the U. S. rose 31% over the corresponding period of the previous year.

■ Smaller associations with smaller budgets also have had their successes. The Tillamook County Creamery Assn., which spent $21,660 in spot television last year to promote Tillamook cheese for its members, launched a 12-month campaign at the start of this year, featuring Tillie from Tillamook, a stylized rubber cow, in stop-motion on one-minute tv spots, network tv and newspapers. Tillie's prime function was to stress the green grass diet that cows around Tillamook get throughout the year because of the climate on the Oregon coast—a diet purported to result in better cheese.

After the first two months of the campaign, sales were reported running ahead of last year at the rate of 25,000 pounds a month.

Tillamook's advertising program is fairly representative of the less-than-giant size associations. Formerly Tillamook promotion was centered on two seasons of the year—Lent and an October cheese festival. But last year the account was taken over by Showalter Lynch Advertising, Portland, and now the program avoids peaks and includes 60-second tv spots and 560-line newspaper ads monthly in West Coast metropolitan markets, smaller ads in local markets and a third-page monthly in *Sunset*. Also included this year was a two-


"And now Gussie Moran will talk about sports."
"Well, Dick there was this one fellow I met at Las Vegas..."

Advertising Expenditures of Leading Food Assns.: 1959

Measured Media

	Magazines	Newspapers	Spot TV	Network TV	Total
Florida Citrus Commission	$1,852,309	$2,452,765	$ ———	$1,022,992	$ 5,328,066
American Dairy Assn.*	487,920	1,923,548	134,970	1,209,127	3,865,965
Sunkist Growers**	964,281	1,047,904	128,700	———	2,272,385
Tea Council of U.S.A.†	———	———	974,150	———	1,458,150
Cling Peach Advisory Board	777,790	216,047	44,720	———	1,038,557
Sugar Information Inc.	171,250	540,854	———	———	712,104
American Sheep Producers Council	138,000	452,492	68,260	———	658,752
Columbia River Packers Assn.	———	———	588,010	———	588,010
Pan American Coffee Bureau	377,652	63,746	———	———	441,398
California Raisin Advisory Board	287,798	———	———	———	287,798
Maine Sardine Council	———	223,708	———	———	223,708
Milk Foundation	———	151,855	30,260	———	182,115
California Prune Advisory Board	90,900	———	———	78,771	169,671
Sunsweet Growers	162,368	———	———	———	162,368
Sun Maid Raisin Growers of California‡	41,142	———	———	———	140,230
Switzerland Cheese Assn.	———	87,294	———	———	87,294
Connecticut Milk Producers Assn.	———	———	85,070	———	85,070
National Broiler Council	77,500	———	———	———	77,500
Rice Industry Assn.	75,700	———	———	———	75,700
Michigan Milk Producers Assn.	———	69,197	———	———	69,197
California Almond Growers Exchange	58,062	———	———	———	58,062
Columbia River Packers Assn. Distributors	———	———	53,380	———	53,380
Arkansas Rice Growers Co-Op. Assn.	———	52,777	144,350	———	197,127
Florida Fruit & Vegetable Assn.	———	47,652	———	———	47,652
American Lamb Council	———	42,871	———	———	42,871
Maine Potato Committee	———	41,363	27,990	———	69,353
Florida Citrus Exchange	———	32,029	———	———	32,029
Canned Salmon Institute	30,645	———	———	———	30,645
Assoc. Blue Lake Green Bean Canners	30,060	———	———	———	30,060
Louisiana Sweet Potato Advisory & Development Commission	———	29,189	———	———	29,189
California Prune & Apricot Growers Assn.	———	———	28,010	———	28,010
Total	$5,623,377	$7,475,291	$2,307,870	$2,310,890	$18,542,416

*American Dairy Assn. also invested $110,400 in business publications (included in total).

**Sunkist Growers also invested $131,500 in business publications (included in total).

†Tea Council also invested $484,000 in spot radio (included in total).

Sources: Publishers Information Bureau, Bureau of Advertising of ANPA, Television Bureau of Advertising, Leading National Advertisers-Broadcast Advertisers Reports, Radio Advertising Bureau, Associated Business Publications and Outdoor Advertising Inc.

month participation in the NBC-TV program, "Laramie," the association's first venture into nighttime network tv.

A spot check by AA of leading food associations showed that most ad budgets appeared to be level or higher in 1960. A representative sampling of associations, large and small, and their current advertising plans and activities follows:

Sunkist Growers, Los Angeles, which bills itself as the largest citrus marketing cooperative in the world, with 9,800 growers and 120 affiliated packing houses, has budgeted $4,750,000 for advertising in 1960, including $3,250,000 for fresh fruit and $1,500,000 for products such as canned orange juice and lemonade concentrates.

Last year Sunkist introduced four new frozen fruit punches—lemon-raspberry, lemon-strawberry,

Test in Fort Wayne

ADVERTISER
FORT WAYNE
APPROVED
INDIANA
TESTED

METRO AREA
232,100

C.S.I.	**$488,378,000**
Retail Sales	**$318,922,000**
Food	**$ 64,909,000**
Drugs	**$ 9,946,000**
Gen. Mer.	**$ 48,110,000**
Autos	**$ 60,540,000**

PLUS . . .
A 15-county RTZ.
618,200 people
with $1,191,099,000.
to spend.

WHERE RESULTS ARE MEASURED FOR YOU AT NO EXTRA COST!

Every 26 days the Fort Wayne Monthly Grocery and Drug Inventory publishes complete, accurate sales and distribution figures for more than 900 brands in more than 50 classifications. It gives you this basic information for the Fort Wayne Metro Area:

- Average units sold per store.
- Total units sold all stores
- Per cent of distribution.
- Total stock on hand.
- Sales inducements.

OVER 1,000 FIRMS RECEIVE OUR MONTHLY GROCERY INVENTORY EACH MONTH! DOES YOURS?

Write for Complete details

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

what does it all mean!

FLAIR: RADIO WITH A DIFFERENCE—FROM ABC

Bright people and bright talk make a show with a bright future. It's ABC's FLAIR, a new kind of radio variety and home service program. FLAIR'S daily 55 minutes is under the egregious aegis of Dick Van Dyke, our choice as Young Adult Of The Year. Dick's regulars are (despite appearances) all experts in their fields. They make up a long list* of famous types: up-beat, off-beat, down-beat, on-beat. (And all definitely un-beat.) FLAIR is strictly for the Supermarket Set . . . the millions of young adult women with large families . . . the gals with the packaged goods habit. FLAIR takes to the air on October 3. Get with it. FLAIR is even fun to buy. Let your ABC Radio Salesman tell you all about it.

FLAIR ON THE ABC RADIO NETWORK

***LONG LIST:** Boris Karloff · Toots Shor · Audrey Meadows · Jean Carroll · Toni Gilbert · David Wade · Eileen Ford · Bonnie Prudden Gussie Moran · Theodore Bikel · Hans Conried · Irene Hayes · Johnny Desmond · Martha Rountree · Vance Packard · Lawrence Galton Peggy Cass · Wayne and Shuster · Jean Shepherd · Natalie Brooks · Joe Leitin · Orson Bean · Betty Walker · Connie Bannister Jonathan Winters · Arlene Francis · Hermione Gingold · Phyllis Kirk · Arthur Treacher · Fernando Lamas · H. Allen Smith

lemon-pineapple and lemon-grape—backed by $1,500,000 ad support for these items alone. The association, which represents three-fourths of all citrus food production in California and Arizona, stresses print media, especially newspaper and full-color magazine ads, sometimes using spot radio for selected products in selected markets. Foote, Cone & Belding has handled Sunkist advertising for 52 years, although Leo Burnett Co. this year took over the fresh lemon and Canadian fresh fruit advertising, with FC&B retaining oranges and other Sunkist products in the U. S.

FLORIDA—GET THE FACTS!

Top sales performance depends on facts. We have them waiting for you. Select what you need. Monthly consumer studies, listing brand preferences for the following metropolitan areas: Jacksonville, Miami, Tampa-St. Petersburg and Orlando. Also available are special studies in the food and drug and allied fields providing exactly the special information you have in mind. For samples and details: Florida Metro Market Index, P.O. Box 625, Jacksonville, Florida.

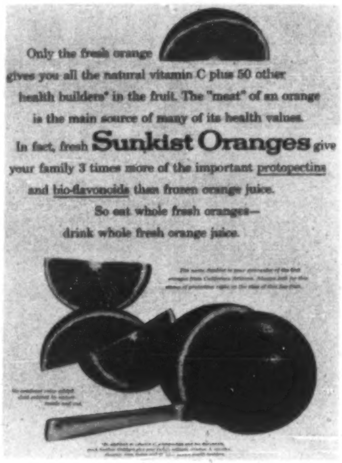
American Dairy Assn., Chicago, with its membership of 1,000,000 farmers, is putting $3,900,000 into advertising in 1960 with a media breakdown like this: magazines 40%, newspapers and supplements 37%, television 14%, outdoor 3%, and tv commercials for resale, p.o.p. and mats, 6%.

ADA has just announced a "Dollar Dinners" promotion in the first two months of 1961, aimed to alleviate grocers' January-February letdown after the big holiday season. The campaign, which will include a spread in *Better Homes & Gardens* in February (with a 16-page recipe book insert as part of the ad), will feature 25 appetizing, easy-to-prepare main dishes that will serve a family of four for less than a dollar, "made extra nourishing with dairy foods."

Two-color newspaper ads featuring the dollar bill theme will run in major markets and in-store promotion will include four-color posters and two-color banners. Serving suggestions will take the shopper into every department of the store, permitting store tie-in possibilities in every store section.

ADA advertising includes commercials pushing butter use on Dave Garroway's show on NBC-TV, while a summer drive just ended featured the "drink milk with your snack" idea in magazine ads. Campbell-Mithun is the agency.

Cling Peach Advisory Board, San Francisco, composed of 3,000 growers and 35 canners, has a $1,500,000 ad budget for 1960, similar to past years, with emphasis on women's magazines, plus some r.o.p. full pages in newspapers in selected markets. In addition, the association spends $50,000 or more a year on food page publicity, conventions, home economist contact work and general educational activities.



Only the fresh orange gives you all the natural vitamin C plus 50 other health builders* in the fruit. The "meat" of an orange is the main source of many of its health values. In fact, fresh Sunkist Oranges give your family 3 times more of the important protopectins and bio-flavonoids than frozen orange juice. So eat whole fresh oranges—drink whole fresh orange juice.

FRESH—*Third biggest advertiser in nation among food associations, Sunkist Growers is running full-color pages in Life, Parents' and The Saturday Evening Post to push fresh orange juice. Foote, Cone & Belding is the agency.*

Bill Hoard, manager of advertising and promotion, said that the association, which makes a "tremendous effort" to merchandise the ads, makes 5,000 to 8,000 proofs of every ad run "and these proofs are in the hands of key retail executives two to four months in advance of publication." Batten, Barton, Durstine & Osborn, San Francisco, is the agency.

Louisiana Sweet Potato Commission, Opelousas, La., has a budget this year of $120,000, of which 75% goes into advertising and publicity, currently being used in the Metro Sunday supplements basic list, minus California, plus additional minor New England markets, for the consumer drive, in addition to baking, restaurant and institutional publications. Fitzgerald Advertising Agency, New Orleans, handles the advertising.

American Bakers Assn., Chicago, with 2,000 bakers and wholesalers, dropped its national advertising program in 1954 and now concentrates on publicity and promotion, as do many other food associations. It has just completed its outdoor eating promotion, which runs from Memorial Day to Labor Day and includes a four-page newspaper-size layout of outdoor eating articles, distributed to all daily newspapers and 5,500 weeklies.

Florida Fruit & Vegetable Assn., Orlando, in operation 17 years and manned by a staff of 38 people, puts most of its advertising effort into newspapers. A campaign for "fresh sweet corn from Florida" last spring included 28 newspapers in 20 markets. Willard Botts Advertising Agency, Orlando, Fla., handles the account. #

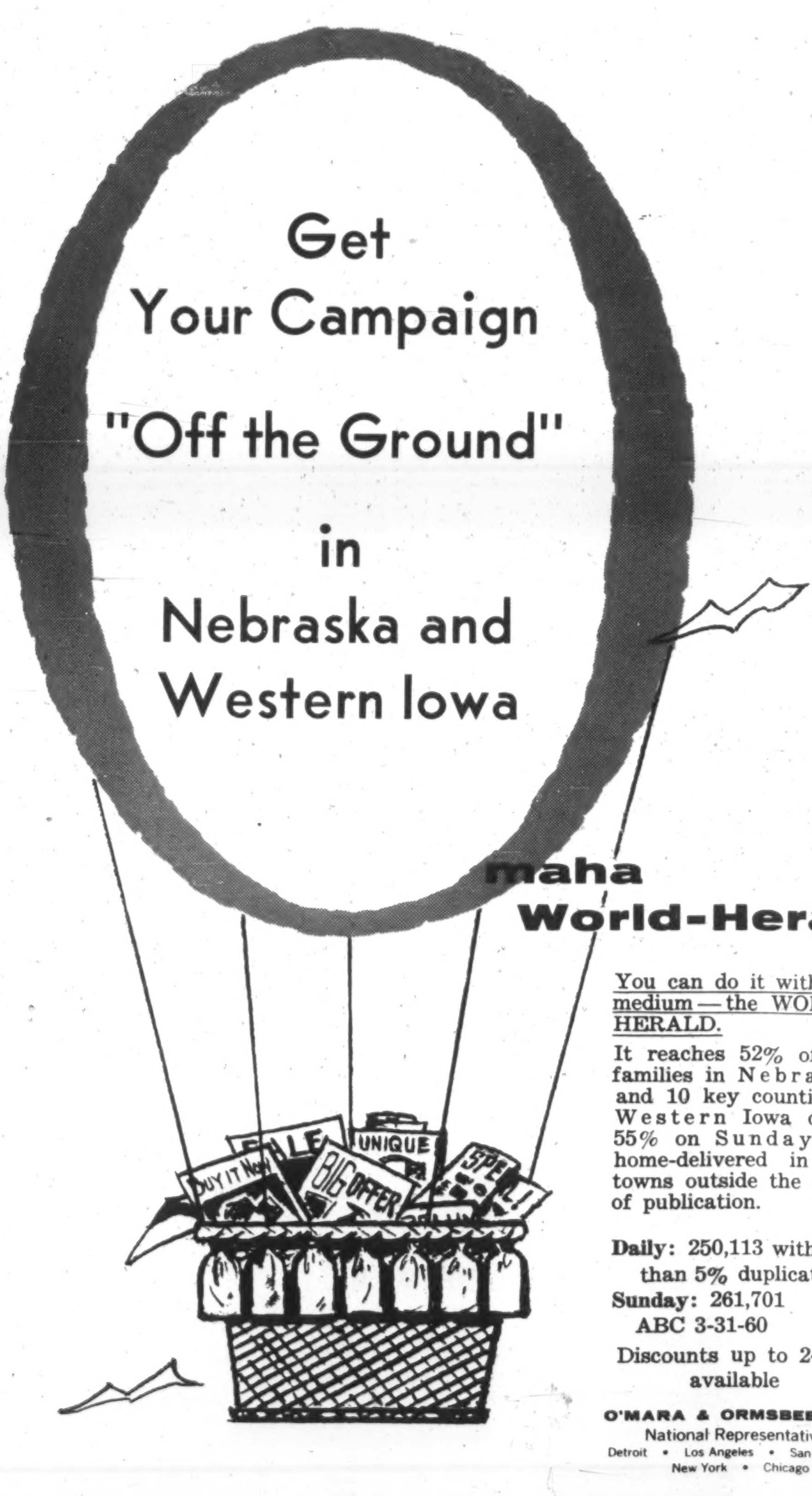
Less Fuss . . .

New Convenience Items Balloon Food Sales

$40,000,000 Advertising Backs Instant Beverages, Mixes, Frozen Foods

CHICAGO, Sept. 30—Since World War II the most impressing performers among food items in the grocery field have been the convenience foods—foods which offer a minimum of trouble in preparation with a maximum in flavor and quality as the end product.

Such are the frozen vegetables,



Get
Your Campaign
"Off the Ground"
in
Nebraska and
Western Iowa

maha
World-Herald

You can do it with one medium — the WORLD-HERALD.

It reaches 52% of the families in Nebraska and 10 key counties of Western Iowa daily; 55% on Sunday. It's home-delivered in 658 towns outside the cities of publication.

Daily: 250,113 with less than 5% duplication
Sunday: 261,701
ABC 3-31-60

Discounts up to 24% available

O'MARA & ORMSBEE, INC.,
National Representatives
Detroit • Los Angeles • San Francisco
New York • Chicago

THE LOCAL AGENCY HAS TO KNOW

Boston advertising agencies are justly proud of their intimate knowledge of the nation's sixth largest market. Because they live and work in the region their conclusions on advertising methods and media selection are based on more than statistics. Good research and a native perception of the area's mood make their estimates extremely accurate.

That's what makes their enthusiastic acceptance of WEZE such an outstanding accomplishment.

When WEZE introduced the "Wonderful World of Music", a broadcast day consisting almost entirely of uninterrupted quarter-hour and half-hour segments of album music, Boston agency people gave the idea a careful appraisal. They personally enjoyed the station's relaxed programming, but they wanted to be certain of WEZE's audience before committing their clients' money.

A few weeks later, the schedules began arriving at WEZE, and shortly after that, the ratings began to vindicate their selection. Today WEZE is carrying advertising for every major Boston agency.

If you're working on the Boston market, call a friend who works in our city. He knows the WEZE story — better yet, call your Hollingbery man, and learn about the listenable new leader in Boston radio.

AIR TRAILS STATIONS ARE

WIZE Springfield
WCOL Columbus
WKLO Louisville
WING Dayton
WEZE Boston

1260
WEZE
BOSTON
THE WONDERFUL WORLD OF MUSIC

What strength… all down the line!

You bet! Daytime, KMOX-TV's share of St. Louis women viewers is a mighty 50.4%… 57% more than the second station, 190% more than the third, according to Nielsen.

And ARB confirms KMOX TV's leadership. But there's more…

The Early Show and Late Show on KMOX-TV are St. Louis' two top-rated multi-weekly film shows. Each one averages a 10.5 Nielsen; each reaches 91% more homes than the nearest multi-weekly movie competitor!

Programming in depth does it. KMOX-TV's film library includes hits from MGM, Paramount, Warner Brothers, Columbia. And that's not all.

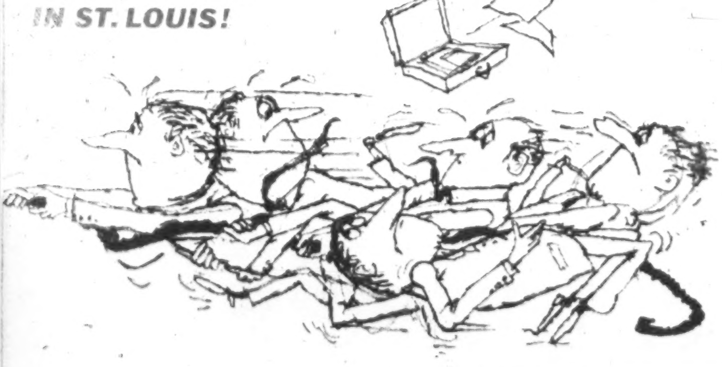
There's KMOX-TV's nighttime leadership. Channel 4 nighttime station breaks (6:30 to 10:30, Sunday through Saturday) average a 23.2 Nielsen rating!

KMOX-TV delivers almost 5 times as many nighttime station breaks with a 25-plus rating as the 3 other St. Louis stations combined.

CBS Owned KMOX-TV has strength everywhere: an over-all 40% Nielsen share of audience… vs. 31% for the second station, 23% for the third and only 6% for the fourth station.

In short…

KMOX-TV OUTPULLS ALL COMPETITION IN ST. LOUIS!

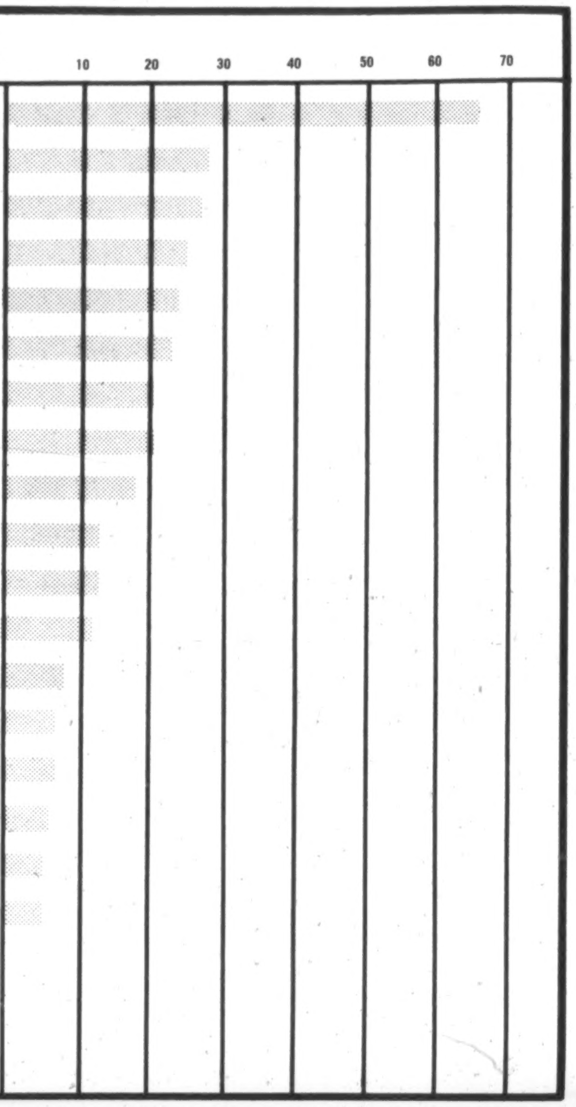


Source: Nielsen six-month average (Jan.-June '60)

Where Deals Are Found in Supermarkets

category	total no. of items	no. of items with deals	*% to category total
soaps & detergents	122	81	66%
oils & shortening	34	10	29%
baking mixes	121	34	28%
sugar syrups	29	7	25%
coffee	85	20	24%
tea	22	5	23%
laundry aids	68	14	20%
margarine	10	2	20%
household cleaning aids	142	26	18%
mayonnaise, salad dressings, etc.	84	11	13%
pet foods	115	15	13%
chocolate & cocoa beverage products	24	3	12%
waxes & polishes	70	6	8%
fish, canned	71	5	7%
baking ingredients	15	1	7%
paper products	117	7	6%
breakfast foods	111	5	5%
milk products	22	1	5%
Totals	**1,262**	**253**	

* for those categories where deals account for 5% or more of the total



BIG DEALS—*Share of business brought in by deals in any category runs as high as 66% for soaps and detergents, according to Supermarket Merchandising study of Von supermarket chain, Los Angeles.*

the "instants"—coffee, mixes, etc.—and the frozen juices and prepared meals. Department of Agriculture figures on per capita consumption of some of these items show how readily the housewife has included these items in her food cart.

According to the department, per capita consumption of frozen vegetables has grown from 1.63 lbs. in 1944 to 8.08 lbs. in 1958. The consumption of canned vegetables has grown at a substantial rate in the same time period—from 34.4 lbs. in 1944 to 44.8 lbs. in 1958, and per capita consumption of fresh vegetables has dropped from 123.5 lbs. in 1944 to 101.1 lbs. in 1958.

■ Instant coffee has flourished in the same fertile soil as frozen foods. According to figures released by the Pan-American Coffee Bureau, sales of two-ounce units of instant coffee have grown from 212,000,000 units in 1951 to 976,000,000 in 1959. Where instant coffee represented 8.1% of coffee drunk by families in 1951, the percentage was 22.4% in 1959.

According to *Food Field Reporter's* current study of what consumers spent for products sold in food stores in 1959, "convenience foods"—frozen items, mixes, instant coffees—accounted for about $2.6 billion (6%) of the nearly $4 billion spent in 1959.

ADVERTISING AGE estimates that of the $560,000,000 spent on food advertising in measured media during 1959, about $40,000,000 was spent on these convenience foods, representing 7% of the total. Measured media advertising for all foods represented about 1.4% of sales. Measured media advertising for the convenience foods represented about 1.5% of convenience sales and 0.1% of all food sales.

The measured media totals (taken from figures published by Publishers Information Bureau, Television Bureau of Advertising, the Bureau of Advertising, ANPA, and Outdoor Advertising Inc.) actually represent a small part of the total spent for promoting these foods, omitting co-op, displays, coupon promotion and advertising by stores. For example, advertising spent for instant coffees ran to a little more than $5,250,000 in 1959 in measured media, but General Foods alone spent $10,000,000 during the same year to push Instant Maxwell House.

Frozen Foods

Of the convenience foods, the frozen variety is the biggest item in the food basket. According to the *FFR* study, consumers spent about $1.9 billion in grocery stores for these items during 1959. This included meats, fish, vegetables, prepared meals and frozen juices.

Measured media advertising totaled $15,270,000, or 0.8% of sales.

Frozen meats, vegetables, fish and frozen juices are the firmly established standbys in this line. However, frozen prepared meals have been coming more and more into the picture.

These are certainly the most convenient of the convenience foods. The housewife needs only warm up the product in its own container to provide her family with a meal without the fuss of preparation or pots to wash after. Some of these come with a full meal in packages holding individual servings, such as Swanson's TV Dinners, which hold in a tin plate the meat, vegetable and potato. The newest improvement is the "boilable bag." The plastic bag holds the meal and is dropped in boiling water for a while.

■ During 1959, about $3,560,000 was spent in measured media to advertise the frozen prepared meals. Measured media advertising for frozen vegetables, meats, fish and fruits was $7,500,000 and nearly $4,200,000 was spent to advertise frozen juices in measured media, of which $1,700,000

The CLIPPER Creative ART SERVICE

Give it a Chance!

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you Free

—The Complete Current Issue

This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Israel today is a coat of many colors
proudly worn by a tough old man—Ben-Gurion.
Colors that clash in a kaleidoscope
of two million Europeans, Africans, Orientals
joined in mutual need, divided by cultural contrasts.
Sun-bronzed Sabra girl in army khaki.
Patriarch at prayer, with gray beard and earlocks.
White-robed Bedouin. Black-robed nun.
Arabs wandering homeless in their own homeland.
To live in harmony themselves and with neighbors,
this is the critical problem of a new nation.
Israel comes alive through its people...in the
current LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

From ISRAEL TODAY in the Oct. 11, 1960, LOOK

OE 20 M= 500.000.000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

—Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

was for frozen orange juice specifically.

Among frozen vegetables, Birds Eye is the leading brand, with 32.5% of the market; PictSweet is second with 11.4% of the market and Libby's is a close third with 11.1%

Frozen juices are led by Minute Maid with about 21.8% of the market; Birds Eye, with 10.9%; and Snow Crop, with 10%.

Instant Coffee

Sales of instant coffee in grocery outlets were $395,130,000 in 1959, the *FFR* study shows. Measured media advertising totaled $5,250,596, or 1.3% of sales.

The sales of instant coffee dropped 5.7% in 1959 from the $418,970,000 total in 1958, *FFR* reported.

The Pan-American Coffee Bureau revealed that during the winter of 1960, cup consumption of instant coffee dropped 6.7%, compared with a decline of 5.6% for regular coffee.

Despite the drop in coffee drinking which instants shared with regular—a drop the coffee bureau attributes to a cut back in consumption by heavy coffee drinkers and to the increase in the population of those age groups (10-to-24 and 60-and-over) which traditionally drink fewer cups of coffee per day—the increase in its use since 1951 noted above is an impressive picture of new product acceptance.

Instant Maxwell House leads the field with 49% of the market; Hills Bros. is second with 15.8%; and Butternut is third with 12.8%. Instant Sanka leads the decaffeinated coffee field and is fourth in the entire market with an 11.5% share.

Instant Potatoes

Instant mashed potatoes are among the ten fastest growing foods in 1959, according to *Food Field Reporter*. Sales increased 130% from 1957 to 1958, and 61.5% from 1958 to 1959, when sales were $19,880,000. Measured media advertising was about $5,000,000 in 1959, or about 25% of sales.

Borden, third largest seller in the instant mashed potato market, is the biggest measured media advertiser in this area, putting about $3,000,000 into measured media in 1959.

Largest share of the market is held by French's, and Minute is second. General Mills and Pillsbury are tied for fourth place.

Variety has marked the instant potatoes line as new products have been announced from week to week. Most recently French has put a scalloped potato into national distribution, General Foods is testing a Minute potato salad and a lyonnaise potato, and General Mills has launched its Betty Crocker scalloped potatoes.

Prepared Mixes

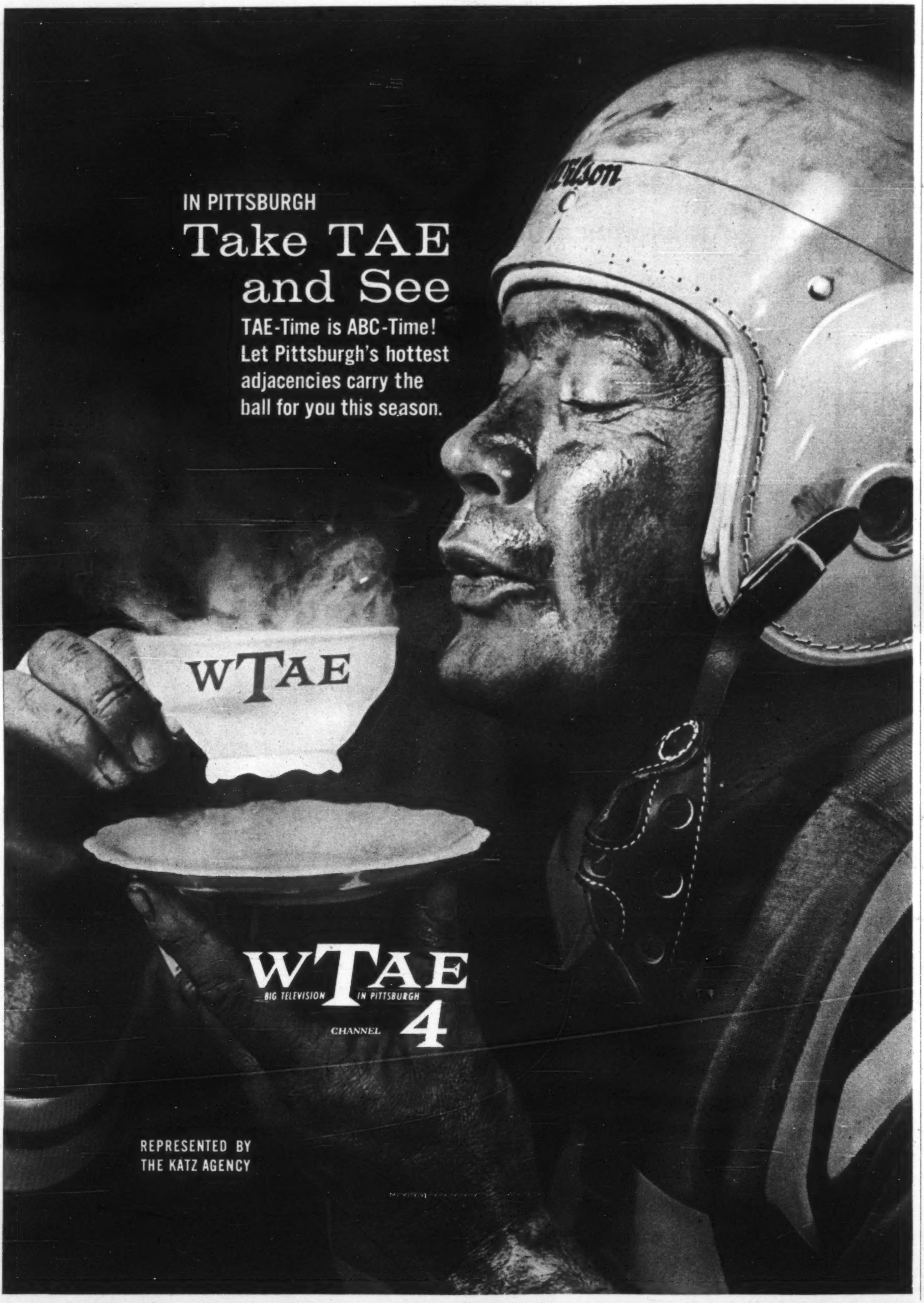
Consumers spent $259,810,000 on prepared mixes in grocery stores during 1959, the *FFR* study shows. Of this, $177,400,000 was for cake mixes, $21,670,000 for frostings, icings and fudge mixes and $60,740,000 for other mixes.

Measured media advertising for cake mixes was about $13,500,000, or 7.6% of sales.

Betty Crocker led the field of cake mixes, with about 43% of the market. Pillsbury is second with 29% of the market and Duncan Hines is third with 13%. #

Davenport Named Ad Head

Ted Davenport, formerly advertising director of the *North Virginia Sun*, has been named advertising director of the *Independent*, St. Petersburg, Fla. He succeeds William S. Waddell, who remains with the paper as retail advertising manager in charge of special promotions.


IN PITTSBURGH
Take TAE and See
TAE-Time is ABC-Time! Let Pittsburgh's hottest adjacencies carry the ball for you this season.
WTAE
Wilson
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
REPRESENTED BY THE KATZ AGENCY

Costs Less—Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror, one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns – twice as many as any one of the evening papers.

Make The Mirror a MUST!

An open letter to those people interested in the movement of grocery merchandise

Among the Operators that sell Family Circle at their checkouts:

- Safeway Stores
- Kroger Stores
- American Stores (Acme Super Markets, Nu-Way Supermarkets)
- National Tea (National Food Stores, Miller Super Markets)
- Food Fair Stores
- Winn-Dixie Stores
- First National Stores
- Grand Union Stores
- Colonial Stores
- Jewel Tea (Eisner Grocery)
- ACF-Wrigley Stores
- Loblaw (Buffalo)
- Loblaw Groceterias
- Stop & Shop (Mass.)
- H. C. Bohack Stores
- Red Owl Stores
- Steinberg's, Ltd.
- Lucky Stores (Cardinal, Big Bear, Food Basket, Jim Dandy, Hiram's)
- Weingarten Stores
- Mayfair Markets
- Thorofare Markets
- Fisher Brothers
- United Purity Stores Ltd. (Canada)
- Thriftimart
- Von's Grocery
- Market Basket Stores (Mass.)
- Shopping Bag Food Stores
- Publix Super Markets
- The Market Basket (California)
- Fox Markets
- Daitch-Shopwell Markets
- Furr's
- Alpha Beta Food Markets (Raisin Markets)
- Food Giant Markets
- J. S. Dillon & Sons Stores (King Soopers)
- Big Bear Stores
- H. E. Butt Grocery
- Food Mart (Worth Food Markets)
- Elm Farm Foods
- Fred Meyer
- Dilbert Quality Super Markets (Big Ben Markets)
- Eagle Food Centers
- Hinky Dinky Stores
- A. J. Bayless Markets
- Star Markets
- Ralphs Grocery
- Alterman's Big Apple
- Tradewell Stores
- Associated Food Stores
- H. G. Hill Stores
- Weis Markets
- Giant Eagle Markets
- Hill Grocery Stores
- King Kullen Grocery Stores
- Almac's
- Eberhard Foods

Our local Divisions are constantly seeking good locations for new stores. That is one reason for your unique circulation. Bob Magowan

ROBERT A. MAGOWAN
President
Safeway Stores, Inc.

P.K:

Kroger finds advertising in Family Circle most effective.

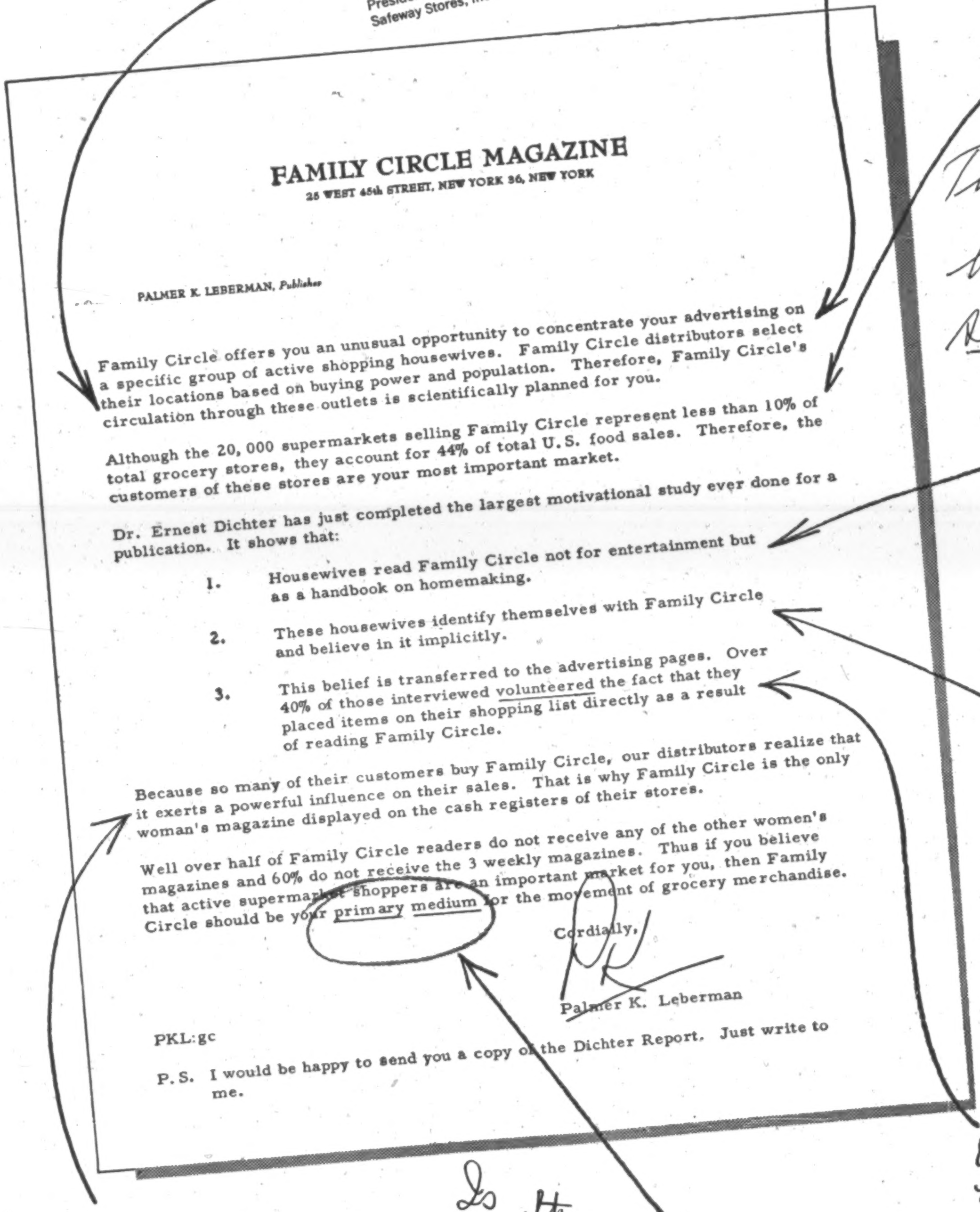
Joe

JOSEPH B. HALL
President
The Kroger Co.

And we consider F.C. of prime importance in helping us to increase our share of sales.

Paul J. Cupp

PAUL J. CUPP
President
American Stores Co.



FAMILY CIRCLE MAGAZINE
25 WEST 45th STREET, NEW YORK 36, NEW YORK

PALMER K. LEBERMAN, *Publisher*

Family Circle offers you an unusual opportunity to concentrate your advertising on a specific group of active shopping housewives. Family Circle distributors select their locations based on buying power and population. Therefore, Family Circle's circulation through these outlets is scientifically planned for you.

Although the 20,000 supermarkets selling Family Circle represent less than 10% of total grocery stores, they account for 44% of total U.S. food sales. Therefore, the customers of these stores are your most important market.

Dr. Ernest Dichter has just completed the largest motivational study ever done for a publication. It shows that:

1. Housewives read Family Circle not for entertainment but as a handbook on homemaking.
2. These housewives identify themselves with Family Circle and believe in it implicitly.
3. This belief is transferred to the advertising pages. Over 40% of those interviewed volunteered the fact that they placed items on their shopping list directly as a result of reading Family Circle.

Because so many of their customers buy Family Circle, our distributors realize that it exerts a powerful influence on their sales. That is why Family Circle is the only woman's magazine displayed on the cash registers of their stores.

Well over half of Family Circle readers do not receive any of the other women's magazines and 60% do not receive the 3 weekly magazines. Thus if you believe that active supermarket shoppers are an important market for you, then Family Circle should be your primary medium for the movement of grocery merchandise.

Cordially,

PK

Palmer K. Leberman

PKL:gc

P.S. I would be happy to send you a copy of the Dichter Report. Just write to me.

They use it as a handbook for shopping, too!

Tom Butler

THOMAS C. BUTLER
President
The Grand Union Company

The fact that more than a quarter of a million copies of your magazines are sold in our stores every month indicates that housewives have faith in Family Circle

Adrian

ADRIAN O'KEEFFE
President
First National Stores Inc.

We have had a very fine experience with items featured in Family Circle

Bill Kent

WILLIAM J. KENT, JR.
President
H.C. Bohack, Inc.

Is there any question about it?

Harley V. McNamara

HARLEY V. McNAMARA
President
National Tea Co.

Our buyers pay particular attention to quality products advertised in Family Circle—they know those products will pay off at the cash register.

Joseph Seitz

JOSEPH SEITZ
President
Colonial Stores, Inc.

NOTE: Publisher's estimate second quarter circulation average: 5,300,000
Publisher's forecast fourth quarter circulation average: 5,700,000

Looking For More SALES in the
GRAB IT HERE · IGA · A&P · Kroger · Eisner Food Stores Stores
in Central Illinois?
Try WCIA's pre-salesmanship

WCIA Channel 3 serves the area in which are located . . .

100% of the Grab-It-Here stores (38 stores)

100% of the IGA stores supplied by J. M. Jones Co. (98 stores) (excluding Peoria)

100% of the Eisner stores (37 stores)

More Kroger (48 stores) and A&P (61 stores) stores than any other station in the area.

Of the 282 major grocery chain store outlets in Central Illinois—Western Indiana, WCIA provides exclusive coverage of 185 of them . . . 66% of them.

WCIA provides a lower cost per 1000 homes reached than any other medium in Central Illinois.

for the 46th TV MARKET comprised of DECATUR
SPRINGFIELD · BLOOMINGTON
CHAMPAIGN-URBANA · DANVILLE

CHICAGO
BLOOMINGTON
CHAMPAIGN
DANVILLE
URBANA
DECATUR
SPRINGFIELD
INDIANAPOLIS
ST. LOUIS

wcia 3
CHANNEL
CHAMPAIGN 1, ILL.
GEORGE P. HOLLINGBERY, REPRESENTATIVE

Send for our new brochure "Grocery Success in the Central Illinois—Western Indiana Area".

Objectives: Merchandising, Good Exposure . . .

How Glueck, Veteran Broker, Covers Wholesalers, Retailers in Depth

Services Range from Getting Choice Shelf Space to Making Surveys

CINCINNATI, Sept. 29—Experienced salesmen and efficient merchandising support are factors which have enabled Frank C. Glueck & Co., Cincinnati, to become one of the most successful food brokerage houses in the Midwest.

In today's highly competitive food market, Glueck offers on-the-spot representation in a depth that would be available only to suppliers capable of supporting their own sales staff. Because of its continuous contacts with wholesalers and store operators in its market, it often gets merchandising support that an occasional visit by a manufacturer's own sales staff could not achieve.

The brokerage house was founded by Mr. Glueck 21 years ago. Now it has a dozen sales and promotion men covering 30 counties in southwestern Ohio, southeastern Indiana and northern Kentucky.

■ These men look after the welfare of a well-rounded line of products originating with a long list of suppliers. In their care are such products as Butterfield, Calgon, Chicken-of-the-Sea tuna, Dole pineapple, Esquire, Freshlike vegetables, Hawaiian Punch, Heart's Delight, Kool-Aid, Musselman's apple products, Ocean Spray cranberry sauce, Purex, Smucker's preserves, Smith Brothers cough drops and Tootsie Roll.

Their arrangements with suppliers obligate them to do considerably more than selling. As the on-the-spot representative of the manufacturer, they are expected to seize every opportunity to see that their products get good store "exposure" and full merchandising support.

■ Frank Glueck broke into the grocery business in 1932 as a salesman for Stegner Food Products Co. During five years with this company, he learned to know managers and owners by their first names. With these contacts, he eventually broke into the food brokerage business on the staff of Ralph Davies, a prominent Cincinnati broker. He had his own concepts of planned sales and merchandising service, so in 1939, he founded his own organization.

After 21 years, this has grown into a big business. It has sales and merchandising men assigned to both the wholesale and retail level. An office staff of five is needed to handle the paper work involved in a brokerage operation of this scope.

■ Frank Glueck continues as the active head of the business, contributing drive, aggressiveness and a concern for every detail of service. Two salesmen work exclusively with wholesalers. Two supervisors and eight salesmen are almost exclusively in the retail area.

Charles Sanders, who is one of the wholesale men, spent seven years calling on retail trade before switching to wholesale in 1954. He had previous experience with Purex, Beatrice and Lever Brothers—giving him grocery business background which enables him to help wholesalers on merchandising problems.

One of the retail supervisors came to Glueck & Co., after ten years as area supervisor for Gerber's baby foods in the Dayton area. The other had 11 years as a supervisor in the bread business and three years with Kroger.

■ The eight-man retail "field staff" includes experts with this kind of background: Six years with Stegner soups and seven years with Kroger at the retail level; six years selling coffee under private label on a commission basis—a tough assignment; eight years on the field staff of Dolly Madison cakes; three years in the promotion department of P. Lorillard on Kent cigarets; experience with Lever Bros., Lippincott, and General Foods; five years with Kellogg and five years with French-Bauer Dairies.

The conference room in Glueck's new quarters is the heart of the organization. Here are held regular weekly sales meetings for the entire sales group, as well as special meetings to iron out difficult sales and merchandising problems. Sales drives and promotions are discussed, planned and coordinated.

Other important facilities which Glueck included in its new building are: a test kitchen, a sample room and warehouse space for display material and advertising materials.

As a typical broker, Glueck does not take title to any merchandise, or handle any merchandise. Its job is to sell, and to provide expert promotional follow-through. Glueck deals not only with retailers and wholesalers, but also with jobbers, frozen food distributors, and big institutional consumers like bakeries.

■ Its services include:

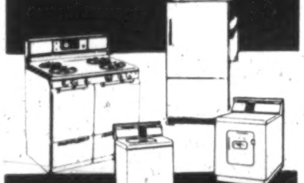
- **Office:** Invoicing; processing of advertising contracts; notifying customers of allowances and cut-off dates; warehouse releases; tracing shipments; freight routing; processing claims; issuing price bulletins—new products and changes; making consigned stock reports and records.
- **Wholesale:** Introducing new products; getting authorization for new products; setting up promotions and tie-ins; creating promo-

Here's where the health and beauty aid dollar comes from

ITEM	SALES
Toothpaste	17¢
Headache remedies	12¢
Shampoos	10¢
Sanitary napkins & tampons	8.5¢
Cold medicines	6¢ (winter)
Razors & blades	4.5¢
Deodorants	4¢ (winter)
Men's hair dressings	4¢
First aid	3.5¢ (winter)
Home permanents	3.5¢
Baby needs	3.5¢
Hair sprays	3.5¢ (summer)
Hand preparations	3.5¢ (winter)
Mouthwashes	3¢
Face preparations	2.5¢ (winter)
Laxatives	2.5¢
Shave cream (aerosol)	2.5¢
Suntan products	2¢ (summer)
Antacids	1.5¢
Toothbrushes	1.5¢
Vitamins & tonics	1.5¢

CENTS PER DOLLAR—*This list shows how much of the average health and beauty dollar comes from each product type, among major items in supermarkets. Health and beauty aids account for less than 3% of total supermarket business, but they are growing and, what's important to supermarkets, they bring high net profit of 10%. List is from Chain Store Age.*

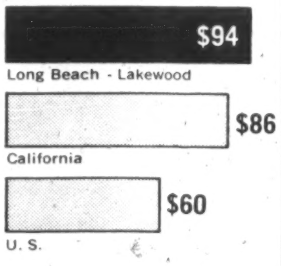
SELLING HOUSEHOLD APPLIANCES?



Then take a look at this prime sales producer for your products

This is Long Beach, with a city zone population of 508,369 in the nation's second largest market—the Los Angeles-Long Beach Metropolitan Area.

FURNITURE & HOUSEHOLD EQUIPMENT
Sales Per Capita



Source: Sales Management Survey of Buying Power, 1960

Independent Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

The Look of Leadership
Reynolds Wrap
Reynolds Wrap
NEW! SEALED SANITARY PACKAGE
FOIL
New Vel MORE DISHPOWER
New
Vel
with Dypaste
MORE DISHPOWER
NEW
AJAX
CLEANSER
WITH INSTANT CHLORINE BL
CLEANS · POLISHES
KIRKMAN CLEANSER
Spree
deodorant
Bath & Beauty Bar
NEW
Cashmere Bouquet
WHITE
Cashmere Bouquet
PALMOLIVE
Mild and Gentle

It is a matter of common experience that aluminum foil packaging creates an impression of *quality*. More important – and amply proved by consumer studies – is the fact that this quality impression is immediately imparted to the package contents. Thus the Look of Leadership means far more than outward beauty... even such brilliant beauty as you see pictured here on shining Reynolds Aluminum Foil. You achieve a deeper enhancement of your product image with Reynolds Wrap Aluminum Packaging.

QUALITY PROTECTED WITH
Reynolds Wrap
ALUMINUM PACKAGING

***SEAL HELPS SELL!** Proclaim the fact that your product has the quality protection of Aluminum Foil... it pays! Tell the story on your package, too... with the Reynolds Wrap Aluminum Packaging Seal. Used on more and more products, known to more and more shoppers... surveys prove it helps sell!*

PRINTED BY OFFSET

PICTURED ABOVE WITH REYNOLDS WRAP . . . FINE PRODUCTS OF COLGATE-PALMOLIVE CO.

Look to the Leader in Foil Packaging

REYNOLDS ALUMINUM

PACKAGING LEADERSHIP

Only aluminum can provide a product with sheet-of-metal protection in any form from canister wrap-arounds to boilable pouches, from heat-sealed overwraps to folding cartons which now include the Mead-licensed Cluster-Pak.* Yet this versatile protection is only one part of aluminum's advantages. Using printing techniques developed by Reynolds, aluminum foil achieves an eye-catching brilliance and richness of color unmatched by any other material. Whether your product's need is protection, display—or both—call on this *Packaging Leadership.* Contact any Reynolds sales office or write to **Reynolds Metals Company,** Richmond 18, Virginia.

***Registered** *Trademark of*
the Mead *Corporation*

Watch Reynolds TV shows: "BOURBON STREET BEAT" and "ADVENTURES IN PARADISE"; and, resuming in October "ALL STAR GOLF"—ABC-TV.

REYNOLDS
ALUMINUM

tional ideas; using co-op advertising effectively; following through on manufacturer's promotions.

• **Retail:** Merchandise products at store level; see that merchandise is stocked; secure prominent shelf space and display; use point-of-purchase advertising material; keep store personnel advised on products; handle spoils; check prices; rotate stock; make regular surveys of items; set up in-store promotions and demonstrations; conduct drives through co-op and wholesalers to cover even the smallest stores.

■ Glueck's salesmen make weekly calls on stores doing 60% of the food business, bi-weekly calls on the next 25%. Merchants get frequent promotional bulletins alerting them to deals and values. Glueck gets daily report forms from its salesmen, and it makes personalized store surveys to provide suppliers with information on the shelf display which their products are getting. #

Dannon Builds Eastern Market for 'Foreign' Yogurt

Once Butt of Jokes by Comedians, It Now Is Big Seller

LONG ISLAND CITY, N.Y., Sept. 27—Dannon Milk Products is a one-product company, today the largest producer and distributor of yogurt in the U.S.

Turning out millions of 8-ounce containers of yogurt annually, the company has a market ranging from Boston to Washington, D.C., reached by a fleet of 40 insulated trucks.

Juan Metzger, company president and son of Joe Metzger, both of whom were among the founders of the company in 1942, recalls that while yogurt goes back to Biblical times, to most Americans it was until recently at best a strange food eaten only by health faddists, and at worst the butt of comedians' jokes.

"The name wasn't American, the taste wasn't American," he recalls. "Confidence in the product had to be built."

■ The Metzgers built their market by a strong ad program with two objectives. One was to "introduce" the customer to Dannon, and the other to inspire confidence in yogurt's properties.

The Zlowe Co., New York, handled the advertising from the beginning. Dannon's campaigns have utilized almost all major media, including newspapers in special market situations, television, and most recently a series of insertions in *Reader's Digest*. But radio continues to get the lion's share of the Dannon budget. All major New York stations carry Dannon commercials through the year, with the number increasing sharply during late spring and summer. Results from its radio advertising have been consistently good, the company reports.

■ Dannon is sold as a delicious food staple. At one time it was advertised as a health food. Now copy emphasizes the dietary advantages, its use as a food staple and its flavor.

First phase in the campaign to win a mass market began with the introduction in 1947 of strawberry yogurt. This was followed by orange, vanilla, prune whip, pineapple and finally banana yogurt.

Although these varieties constitute a large part of total volume, Juan Metzger states that plain yogurt still accounts for more than half of total business. "We have a theory that many people who are introduced to yogurt through the flavored or fruit varieties eventually get to like the plain."

■ Coordinated advertising and merchandising helped Dannon sales move ahead. Dannon used tv for the first time in 1952, beaming its commercials to housewives on morning shows. Dannon has also used direct mail, sampling, point-of-sale, publicity, sponsorship of nutrition research, etc. The company reports that it has found all these techniques useful.

Mr. Metzger believes strongly in sampling. Dannon is given away at dozens of department store events, home shows, conventions. In one week last summer, Dannon yogurt was delivered to the dressing room of the New York Yankees and to a maternity fashion show at Lane Bryant.

Dannon attempts to maintain a flexible advertising policy geared to the individual situation. When the company recently introduced its product in the Boston area, it used a concentrated ad schedule in three newspapers. In addition, during the Democratic and Republican political conventions, Dannon used spot coverage on CBS and WOR radio, with copy related to the convention events.

The Metzgers feel that their product's potential is enormous. Twelve times as much yogurt is consumed in France as in the U.S., they say, and they feel that this is a ratio that can be evened out by using strong ad and merchandising techniques.

They obtained their process from a Spaniard, Isaac Carasso, founder of the Danone company (named for his son, Daniel). #

Newspaper Linage Rising, August Figures Down

While August linage shows a total loss of 4.4%, total newspaper advertising linage for the year is up 2.8%, according to Media Records. For August, all categories except financial—which showed a .3% gain—were down. Biggest drop was in general advertising, down 9.9%, followed by automotive, down 8.1%. Gains for the year to date are shown in all categories except financial, which remains stable. Biggest gain for 1959 is automotive, up 8.5%, followed by general advertising, up 5%.

Dickens to Head Pax-Fax

Dickens Inc., Chicago, package design company, has appointed Robert Lee Dickens, vp, president of Pax-Fax, Dickens' visual survey subsidiary. In this capacity, he will direct all Pax-Fax retail surveys, used for pre-design studies and post design evaluation, and will also supervise the operation of the Dickens laboratory supermarket and a newly created design testing department. Paul L. Jochum, director of public relations, will serve as his assistant.

Winther Comes to WBZ-TV

Donn E. Winther, formerly advertising and promotion director for WFIL and WFIL-TV, Philadelphia, has been appointed advertising and sales promotion manager for WBZ-TV, the Westinghouse Broadcasting Co. station in Boston. He replaces William B. Colvin, who resigned to join the Television Bureau of Advertising.

TABLOIDS
Dealer Imprinting
Our Specialty
Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS
SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

Represented by
Edward Petry & Co., Inc.

WJAR-TV
CHANNEL 10,
PROVIDENCE, R. I.

Q. and A.s on Tough Topic . . .

Do's and Don'ts of Deals Told by Nielsen

They're Here to Stay, and More Coming, Says Research Head

Feeling that our readers would be interested in some informed opinion on the current impact of deals, ADVERTISING AGE *reporters paid a call on A. C. Nielsen Jr., president, A. C. Nielsen Co., world's largest marketing research firm. While Mr. Nielsen was understandably reluctant to talk about the question in terms of off-the-cuff opinions (the business is based on facts), he did have some interesting data pointing to the best use of deals, and their benefit in building sales. Here are AA's questions and Mr. Nielsen's answers:*

Q. What are the objectives behind the present prevalence of "consumer offers" in the package goods industry?

A. Well, first let's consider today's competitive structure. There is a greater concentration of the food store business in a fewer number of outlets. We see wider and more expensive channels of distribution. Certainly manufacturers know about the long term squeeze on their profits caused by higher production costs, higher personnel costs and higher taxes. All this must be offset by more efficiency in selling products to the consumer. The economical and resourceful use of consumer deals is but a single consideration in satisfying this need.

But, while the *need* may be more intense now, I doubt that the basic objectives have changed. Today, as in the past, the primary purpose of all such deals remains *to sell more merchandise both during the promotion and following it.* Some of the secondary objectives of consumer dealing that we have observed are listed below:

- Meeting competition.
- Introducing an improved product.
- Introducing a new product.
- Obtaining store placement on a new or improved product.
- Widening store placement.
- Equipping salesmen with an adtional sales tool.
- Pepping up advertising.
- Getting in-store displays.
- Keeping production and factory inventories at economical levels.

Q. In general would you say that a deal will alter markedly a trend in market share?

A. Of course every manufacturer hopes that his particular promotion will result in an improved competitive position. Nevertheless, there are many variables which will have a direct bearing on the success or failure of any specific promotion and which must be considered prior to initiating a promotion campaign.

From Nielsen's years of experience in measuring the results of consumer promotions, certain guiding principles or factors have emerged which the promoter must consider in his own situation:

1. Our records indicate that consumer promotions rarely halt a *declining* sales curve or are of benefit when used on inferior products.

2. Successive and frequent use of the same promotion on the same product nets a manufacturer constantly diminishing returns.

3. Consumer deals without the supplementary support of sufficient advertising and merchandising generally fail.

■ In addition to the above, the current promotional activity of competitors can have a tremendous bearing on the outcome of a deal. Ask yourself questions such as: What kind of deals are my competitors currently using? In what areas are they conducting promotions? Is my promotion offer equally attractive to the consumer? All should be digested prior to deciding on a certain promotion.

In the final analysis, we can say that the timely introduction of a carefully selected consumer offer on a good product, when supported by the correct combination of advertising and merchandising support, will cause an upturn in a brand's market position.

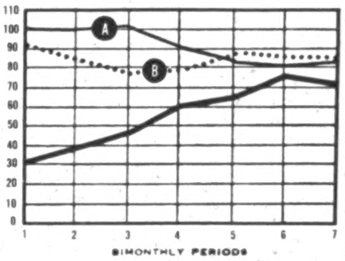
Below are some case histories taken from our files which support this contention. Please note that the type of deals used in each case varied. But whether it's a coupon, cents-off, combination or premium offer, the brands involved experienced a definite improvement in market share. The ability of the manufacturers to maintain the higher positions achieved over any length of time would depend mainly on the continued efficient use of consumer deals in combination with other selling aids, plus the retaliatory efforts of competitors. Therefore, in each case, it would be hard to predict the duration of the competitive gain.

A. C. Nielsen Jr.

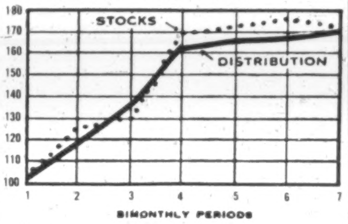
Case 1: Advertising, Promoting Improved Item

By being the first in an intensely competitive market to introduce an improved formula, Brand C (in charts above) threatened to displace both of its chief competitors, Brands A and B, which had dominated the market.

RELATIVE SALES SHARE
BRAND C VS. MARKET LEADERS



GROWTH IN DISTRIBUTION AND RETAIL STOCKS
BRAND C
(INDEX BASIS—PERIOD 1 = 100)



Much of Brand C's succcss was attributable to its decision to price its improved product competitively to the outmoded Brands A and B. In addition to this basic pricing strategy, Brand C was offered to the consumer in a variety of "cents-off" and coupon packs.

Combining this promotional

Albany's Retail Grocers are Crazy

about the new vital selling force of the ALBANY
TIMES-UNION

Albany's Grocers have turned the retail grocery picture upside down

Year after year The TIMES-UNION has been gaining in retail grocery lineage total & per cent of field! The growing preference of Albany's grocers has now established The TIMES-UNION as

ALBANY'S LEADING RETAIL GROCERY NEWSPAPER

in this highly competitive market!

◆

ONE YEAR'S LEADERSHIP
TOTALING MORE THAN
350,000 LINES

Month after month for the past 12 months The TIMES-UNION has led Albany's second newspaper in retail Grocery lineage - - -

For Proof Positive

Check media records from September 1959 to date.

CHARLESTON METRO AREA
(Charleston County)

SOUTH CAROLINA'S FASTEST GROWING MARKET

A $48,000,000 PLUS FOOD MARKET AND GROWING EVERY DAY

In 1959 over 1,500,000 combination lines of retail food advertising appeared in the Post-Courier. For the first three months of 1960 2,878 tie-in ads for a total of 87,230 lines appeared in our food pages.

Where else but in the food section of the Post-Courier can you reach and sell your food store buyers and the all important consumer.

SOUTH CAROLINA'S BEST READ NEWSPAPERS

Charleston
EVENING POST
NEWS and COURIER
Represented Nationally by
THE JOHN BUDD CO

New London Has Connecticut's BIGGEST Family Food Sales

New London food sales per average household are $1681, highest of any Connecticut city of 25,000-or-over population.*

Equally appetizing: you'll cover this big-buying food market with just one paper, The Day. It's New London's only daily and delivers 98% city zone coverage.

* SM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Retailers are losing your customers . . .

They *need your help* in central-city. These retailers must replace the pre-sold customers for your brands, now lost to suburban shopping centers.

Quality-conscious Negro customers, who now comprise up to — and over — 50% of the total population in major cities, are moving into central-city areas. For example, in one major category—appliances—Negroes spend 19% more on a per capita basis. In another industry—38% more.

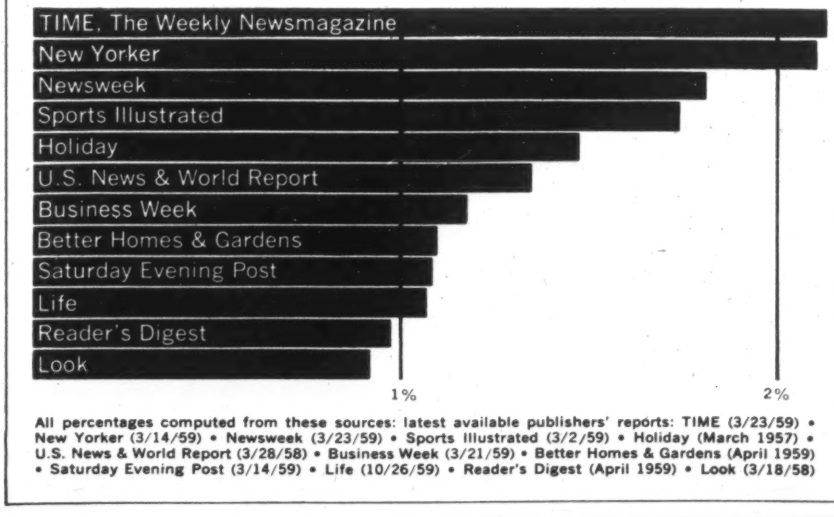
EBONY Magazine gives your product more "effective" impact with your retailers' *vital replacement customer potential* than *any* other medium. Get the most recent facts about your product potentials in central-cities. ***Ask for the booklet on your Industry.***

EBONY
"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

CONCENTRATION AND COVERAGE

COLLEGE TOWNS. Percent of total circulation in towns where the academic community equals 25% or more of the town population and the college enrollment is 3,000 or more.



All percentages computed from these sources: latest available publishers' reports: TIME (3/23/59) • New Yorker (3/14/59) • Newsweek (3/23/59) • Sports Illustrated (3/2/59) • Holiday (March 1957) • U.S. News & World Report (3/28/58) • Business Week (3/21/59) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59) • Life (10/26/59) • Reader's Digest (April 1959) • Look (3/18/58)

IN COLLEGE TOWNS

Time and again tomorrow's leaders vote TIME "most important magazine on campus." So it's no surprise to find that **in America's big college towns, TIME concentrates more of its circulation than does any of eleven other national magazines.** More proof of TIME's marketing importance...more evidence that TIME gives you concentration and coverage where it counts.

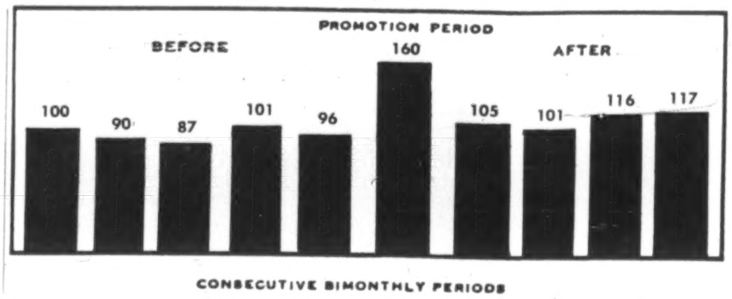
THAT'S TIME

campaign with a heavy advertising schedule telling the consumer of both the improved formula and better value of the product, Brand C steadily improved its competitive position as more and more retailers were forced by demand to stock the item.

Case 2: Unique Promotion Improves Market Standing

Disturbed by a series of declines in sales volume, this client decided to try a consumer promotional technique which neither he nor his competitor had ever previously used.

As was expected, a sharp lift in competitive position occurred during the promotion period. More important, in each period following the consumer deal peak, the brand showed a decided gain in competitive position relative to a year earlier. In addition to the improved market standing, the promotion resulted in broader distribution for the brand.



Case 2

EFFECT OF SUCCESSFUL PROMOTION

(INDEX BASIS—SALES SHARE IN FIRST PERIOD=100)

Case 3: Offers, Advertising Lead New Brand to Top

Brand H made dramatic advances in its market despite the efforts of two well-entrenched competitors and one other respectable newcomer.

From introduction, the brand was consistently supported by a heavy schedule as well as "cents-off" consumer offers. The weight of these promotions permitted it to gain quick initial acceptance.

After a few months, the competitors increased the importance of their respective consumer offers to even higher levels than Brand H, but their efforts proved ineffective.

In just a year Brand H had near perfect distribution and exceeded each of its formidable opponents in market share.

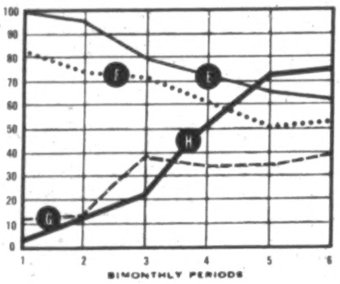
Case 4: Free Sample Deal Accelerates Sales

This particular manufacturer marketed one product (Brand B), which was the leader in its field, and another (Brand A) of lesser importance in an allied field.

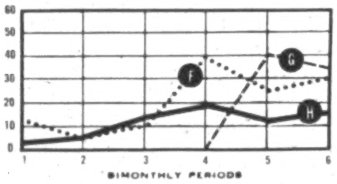
To stimulate the sales of Brand A the client decided to offer the consumer a free sample of the popular Brand B with each purchase of Brand A. The results are an

Case 3

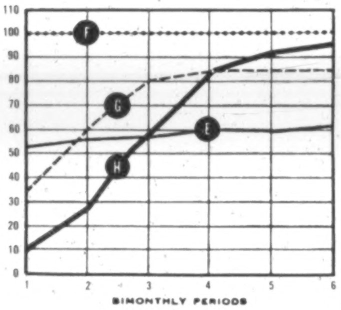
RELATIVE SALES SHARE
BRAND H VS. MAJOR COMPETITORS



RELATIVE CONSUMER OFFERS
BRAND H VS. MAJOR COMPETITORS



RELATIVE DISTRIBUTION
BRAND H VS. MAJOR COMPETITORS



Boost
Food
Sales
in Vermont's
#1 FAMILY
INCOME MARKET*

MORE THAN $14 MILLION SPENT ON FOOD LAST YEAR IN WASHINGTON COUNTY ALONE

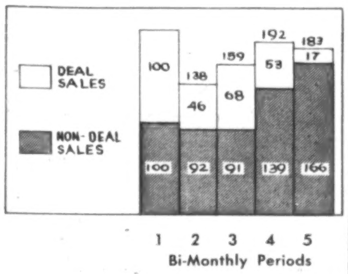
And the Times-Argus (formerly the Barre Daily Times and the Montpelier Evening Argus) gives you complete coverage not only of Washington County, but also of prosperous Orange County, which adjoins.

*Sales Management figures show Vermont avg. household buying income $5978, Barre-Montpelier avg., $7016, highest in the state.

THE TIMES-ARGUS
Vermont's Largest Evening Daily
BARRE-MONTPELIER
Represented Nationally by the
Julius Mathews Special Agency

Case 4: Brand A Sampling With a Companion Product

Index Basis: Period 1=100
Brand A with Free Brand B



outstanding example of a successful consumer promotion.

Nearing the conclusion of the consumer offer, sales of non-deal merchandise of Brand A were 66% higher than the period prior to introduction of the sample-deal.

Case 5: Expansion to a New Market

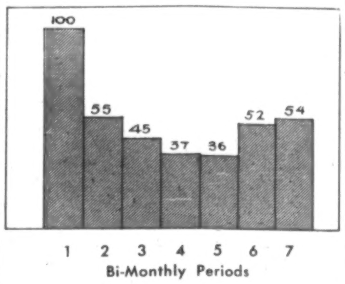
This is an example of the use of both advertising and consumer promotions in expansion of a product into a new market.

Brand N had gained widespread acceptance in many markets in the vicinity of this unexplored area, before beginning the invasion. Supported by an extremely heavy advertising campaign and a coupon drop that completely saturated the new market, Brand N captured the first place standing in this market in the first 60 days.

As might be expected, brand share dropped off sharply from this introductory peak but even after 10 months was at a respectable level from which to enlarge its franchise. In periods 6 and 7 on the chart, Brand N introduced "cents-off" consumer offers in this new market for the first time and the brand's market position moved upward once again. At the end of eight months, Brand N held a strong second place position in this important new area.

Case 5: Expansion to a New Market

Market Share, Brand N
Index Basis: Period 1=100



Q. What constitutes a good deal?

A. The obvious answer would be: "A good deal is that deal which accomplishes the objective for which it was intended." Whether the purpose be wider distribution, more in-store displays or a defensive measure against an aggressive competitor, the results of a successful consumer offer will ultimately reflect in a brand's market share. A consumer deal used as an offensive weapon would be considered successful if the brand's market position improved following the promotion period. On the other hand, the use of a deal as a defensive measure would be considered successful if the manufacturer were merely able to hold his market share.

Q. Is the number of consumer deals increasing? Which are the most popular and successful at present?

A. Some indications of the rate of increase of consumer deals can be seen in the adjacent chart covering a study of six selected product classes. Not only has the number of deals tripled over the period shown but the importance of these consumer offers to total sales of the commodities involved has nearly doubled. Please note, also, that these figures exclude couponing, one of the two most popular deals—as well as house to house sampling and deals involving mail-ins. Therefore, these figures understate the volume.

An additional indication of the increased use of consumer deals

More than 112 billion dollars worth of purchasing power! That's how much was missed last year, in the top 15 markets alone, by advertisers with their heads in the clouds, still overlooking the rush of people and their spending power to suburban and "extra-urban" areas. (Since 1950, effective buying income in these markets has soared 94% in the suburbs, only 39% in the cities.)

Today's market is spread out. And to reach all of it—all at once—you need spot television. You select the markets you need. Then spot television blankets the entire area with unique sight, sound and motion salesmanship no other medium can begin to match.

No need for you to miss out. Our new "Telemarketing" study will provide you with a down-to-earth view of where the spending power is today... plus the first authoritative estimate (by Market Statistics, Inc.) of where it will be in 1965. For your copy, call PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

Representing television stations WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, KNXT Los Angeles, WCAU-TV Philadelphia, WTOP-TV Washington, WJXT Jacksonville, WBTW Florence, WBTV Charlotte, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network

"Does he know what he's missing?"

Automatic Door Opener to 112,000 FOOD STORES

NARGUS BULLETIN

Opens the Doors to

44% OF THE TOTAL FOOD BUSINESS

24 MILLION DOLLARS IN ANNUAL SALES

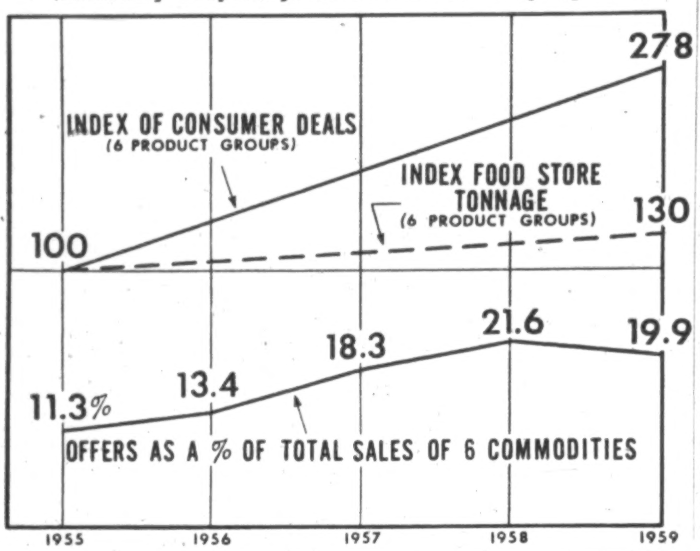
80% OF ALL SUPER-MARKETS (exclusive of national chains)

NARGUS BULLETIN

NUMBER 1 MONTHLY MAGAZINE IN FOOD DISTRIBUTION—PUBLISHED SINCE 1914 BY NATIONAL ASSN. OF RETAIL GROCERS OF THE UNITED STATES

NARGUS BULLETIN
360 N. Michigan Ave.
Chicago 1, Illinois

Trend in Major Consumer Promotions in Six Highly Promoted Product Groups
(Excluding Couponing, House-to-House Sampling, Etc.)



in eight selected product groups is shown below:

	Total Consumer Deals 1957	1958	1959
Combination of Eight Commodities	1,037	1,492	1,595

In this case, deal volume increased 50% in just three years.

The relative popularity of the various types of offers has changed over the past decade. A survey we made in 1948 showed premiums as the most popular deal, but today they would rank well behind cents-off and coupons. Combination offers, as in 1948, ranked last in popularity although increasing in importance.

As stated earlier, in a given situation, any one of these types of promotions might prove to be more successful than the others.

But, in general, the current popularity of cents-off deals and coupons might indicate that experience of today's food manufacturers shows these two deals to be the most productive of sales.

Q. What have you learned about couponing as a result of the establishment of the Nielsen Coupon Clearing House?

A. The establishment of the Nielsen Coupon Clearing House back in 1956 was an outgrowth of the emergence of couponing as a really big business. Coupons were flowing into the consumers hands at an ever increasing rate. Manufacturers and retailers alike were faced with tremendous tasks in redeeming this flood of coupons. We at Nielsen's felt we could provide a service which would relieve manufacturers and retailers of the nuisance operations: counting, sorting, issuing countless small checks and invoices, and recording all these transactions later.

Since that time, we have learned much about the practices of couponing. For one thing, we were amazed at the number of manufacturers, both large and small, utilizing coupons. Our records indicate they number over 1,500.

Next, we discovered that coupons could serve as a powerful and extremely flexible merchandising tool.

Finally, the growth of the Nielsen Coupon Clearing House has convinced us that we have a beneficial service to offer to both the retailer and the manufacturer.

The retailer now can rid himself of both the tedious details involved in coupon redemption as well as the time consuming bookkeeping. The couponing manufacturer eliminates the costly peaks and valleys of coupon promotions by appointing us sole redemption agent. We handle all his retailer reimbursements and supply frequent detailed statistical reports on the progress of his campaign.

Q. What are the "honest mistakes" sometimes committed by advertisers using coupons?

A. Our four years of NCCH experience have taught us certain basic rules which we feel will help guide manufacturers in the efficient use of coupons. These basic rules—greatly condensed, of course—are:

1. When couponing in print, give careful consideration to the relationship between coupon value and the purchase price of the print medium.

2. Before dropping coupons in a selected area or areas, be sure distribution is achieved in the majority of retail outlets, and know which outlets don't stock your product.

3. A good coupon promotion must have advance planning by advising retailers that the coupons are coming. This will help get sufficient stocks of "coupon merchandise" into the stores by the time the housewife brings in her coupon.

4. Many manufacturers use coupons when introducing a new product. Well planned advertising campaigns—before the coupon drops—are most effective to help in ure a successful coupon promotion, thus assuring a successful launching of a new product.

In addition to these specific couponing rules, the general considerations mentioned earlier in connection with consumer dealing would also apply here.

Q. What is the best way of getting coupons into a market?

A. The answer to this question would seem almost wholly dependent on the objectives and resources of the couponer. If the manufacturer's prime consideration was *selectivity* rather than cost then a mail coupon drop could be considered preferable. On the other hand, a manufacturer with limited resources, not worried about selectivity, might be better off to distribute coupons by use of printed media.

Q. What about the retailer? Is he still deal-conscious? Will he stock up and provide space for a deal or promotion?

A. The answer to this question is definitely yes! It is doubtful if manufacturers would continue to increase their use of the various consumer promotions if they were having trouble getting them onto the grocers' shelves. Furthermore, I seriously doubt if the retailers would take a chance of alienating customers and losing sales because of not stocking consumer deals. Individually, no retailer is likely to refuse to stock a deal handled by his competitors.

Besides the above reasoning, there are other indications that retailers continue to be deal conscious. Coupons issued by the retailer are appearing in weekend food ads. Cents-off stickers are being used on the private label merchandise of supermarkets. Certainly, if the retailer were apprehensive about consumer deals he would not engage in this type of

IVERS LEE
HAS A HOUSEFUL
OF
UNIT-PACKAGING
IDEAS!

FROM IVERS LEE America's leading house of Unit-Packaging, comes a houseful of unique packaging ideas . . . each custom-tailored to fit your sampling or premium requirements, for tie-in sales, for dispensing and for many other marketing needs.

Unit-Packaging is "one at a time" packaging so it's the perfect way to package solids, liquids, or powders in small quantities. Virtually any product can be packaged in Polyethylene, Cellophane, Saran, Foil or a wide variety of other transparent or opaque films. The Unit-Packages offer 100% protection against virtually every environmental condition. They are easy to open and light in weight. And Ivers-Lee Unit-Packages can be printed in bright colors that stay fresh and sell-able indefinitely.

Ask the man who has helped design hundreds of fast-selling Unit-Packages — your Ivers-Lee man. There is one in your area to help you. Write or call today!

®-created packages, machines and methods fully covered by U.S. and foreign patents.

il Ivers Lee Co.
223 CENTRAL AVE., NEWARK 3, N. J. • Mitchell 3-4311
Ivers-Lee Company (Canada) Ltd., Brampton, Ontario • BUtler 6-3666

GET YOUR FOOT IN EVERY DOOR!

You can't hop, skip and jump your way through KELO-LAND, not without leaving many untold, unsold families. No one local tv station alone can begin to cover KELO-LAND'S 103 counties (in South Dakota, Minnesota, Iowa, Nebraska, and North Dakota). Nor can any piecemeal "package" of two or three unrelated local stations. Only one television beam does deliver all 103 counties to you—completely, simultaneously, no gaps! That's powerful KELO-tv SIOUX FALLS and its KELO-LAND booster hookups. And all with one single-station rate card, at lowest cost per thousand. Ask for it by name—KELO-LAND.

CBS - ABC
KEL tv LAND
KELO-tv SIOUX FALLS: and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, President
Evans Nord, Gen. Mgr. — Larry Bentson, V.P.
Represented by **H-R**
in Minneapolis by Wayne Evans & Assoc.

There's More Than Just a POT-FULL Of It in the FORT WORTH MARKET

Effective Buying Income in the rich 100-county Fort Worth Market is now a whopping $4,160,761,000 - 26.5% of Texas! A $410,851,000 gain over the previous year. The Fort Worth Market is covered thoroughly by one medium . . . the Fort Worth Star-Telegram with over 38% daily family coverage (86.7% in Metro Fort Worth).

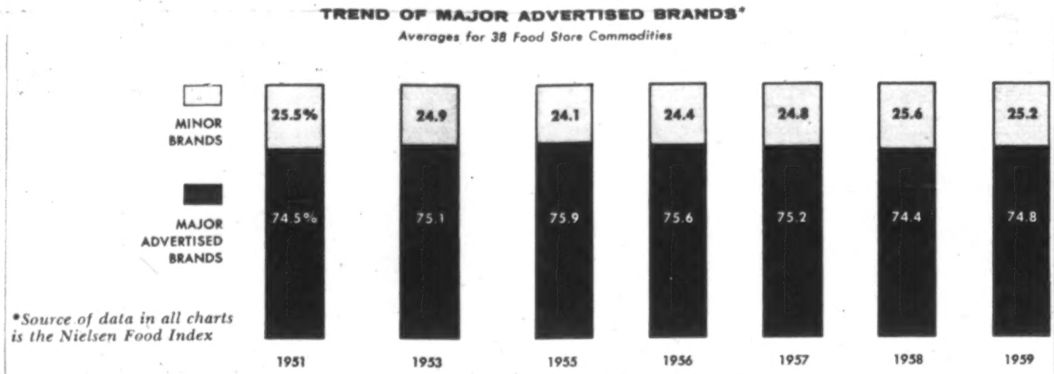
SOURCES: Sales management, ABC Publisher's Statement 3/31/60

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



*Source of data in all charts is the Nielsen Food Index

activity.

Q. What's the situation with private brands? Are they growing?

A. Through the Nielsen Retail Index services we have followed, with interest, the trends of major advertised brands versus private labels and distributors' brands. On the adjoining chart you can see that the progress of these brands, based on the average of 38 commodities, has been slight. Actually, share of market for these minor brands has not varied 2% throughout the nine years studied.

Masked in this average, of course, are strong advances on some commodities and drop-offs in importance in other product groups. Controlled or private labels in some cases have shown some strength. In the aggregate, however, such strength has been counterbalanced by a loss in local or regional brands. In short, the composite of major advertised brands studied indicates practically no loss in market position.

Q. What about the future of deals in the food field? Are they here to stay? Will they diminish or increase?

A. The Nielsen company does not generally engage in crystal ball gazing. Nevertheless, all indications would point to an even greater intensity of consumer dealing in years to come.

Those economic factors discussed in the first question which have brought about the present prevalence of consumer promotions show no signs of subsiding.

New products are being introduced into the markets at a startling rate—and they are fighting older well-established entries for shelf space. Consumer disposable income continues to climb.

As long as all of these conditions are intensifying, competitive efficiency in the area of dealing will also intensify. And, although the popularity pendulum of the various types of deals may swing in some other direction, there seems to be little doubt that consumer dealing in the aggregate will continue to expand as manufacturers seek more and more effective ways to compete.

Q. What are the 13 most common marketing errors in today's business?

A. From 27 years of careful observance of the successes and failures of food manufacturers in the market place, we have compiled this list of the 13 most common marketing errors.

1. Failure to keep product up to date.

2. Failure to estimate the market potential accurately.

3. Failure to gauge the trend of the market.

4. Failure to appreciate regional differences in market potential and in trend of market.

5. Failure to appreciate seasonal difference in your buyers' demand.

6. Failure to establish the advertising budget by the job to be done.

7. Failure to adhere to policies established in connection with long-range goals.

8. Failure to test-market new ideas.

9. Failure to admit defeat.

10. Failure to differentiate between short-term tactics and long-range strategy.

11. Failure to try new ideas while a brand is climbing.

12. Failure to integrate all phases of the marketing operation into the over-all program.

13. Failure to appraise objectively your competitors' brands—as well as your own. #

In MEMPHIS With Population UP 24.2% Food Sales are UP 67.9% AMAZING GROWTH!

Memphis, one of America's growingest cities, moved up from 26th to 21st ranking among U. S. cities—according to the preliminary U. S. Census figures. This is a population growth of 24.2%!

BUT LOOK WHAT FOOD STORE SALES DID FOR THE SAME PERIOD: the 1950 Survey of Buying Power reports Memphis metro food store sales at $96,247,000, while the 1960 issue reports them at $161,624,000! This is an increase of $65,377,000 or UP 67.9%!

If Memphis Newspapers are on your 1961 media schedules then you have made a wise move. If not, you will want to add them after you get all the facts.

WRITE FOR:

EMPHASIS ON MEMPHIS—a brand new marketing study which compares Memphis with other markets in the Southeast.

MEMPHIS CONSUMER PANEL STUDY—the newest copy of a continuous panel survey, now in its 15th year, which records the pulse beat of sales in 46 grocery and 15 drug classifications.

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

American Hoist Moves to Andrews Agency

American Hoist & Derrick Co., St. Paul, Minn., is switching its account and those of several of its wholly-owned subsidiaries from Erwin Wasey, Ruthrauff & Ryan, St. Paul, to Andrews Agency, Milwaukee.

Erwin Wasey, which will lose the account at the end of the company's fiscal year on Nov. 30, will keep the advertising of two subsidiaries, Hetherington & Berner, and McKissick Products Co.

No Fan of Chinese Foods, He Gets Big Sales for Chun King

DULUTH, MINN., Sept. 28—The paradox is so obvious it hardly bears mentioning: A man named Jeno Paulucci is president and founder of the world's largest producer of ready-to-eat Chinese foods, Chun King Sales Inc., which is headquartered in this stronghold of Swedish Americans.

Mr. Paulucci, who doesn't particularly care for Chinese foods himself, had enough faith in other people's yen for esoteric dishes to launch his company in 1947.

By 1950 Chun King started going national. While no sales figures are available, the rate of increase reveals how acute the hunger for Chinese foods is. In 1949 and 1950, sales increased 68% over the previous year; in 1951 they went up 48.6% and in 1952 sales gained another 50%. Since then sales have increased from 10% to 20% each year.

▪ Mr. Paulucci has depended heavily on advertising and gives a great deal of credit for his success to this factor.

Originally the Chinese foods were packaged in cans, but about 1957 the company began adding frozen Chinese dinners to its line and in 1958 frozen egg drop soup was added.

Non-oriental food lines have been added, too. The company markets Jeno Italian foods and Wilderness pie fillings (which bill about $75,000) and Nokomis wild rice.

Batten, Barton, Durstine & Osborn handles the Chinese foods and the wild rice and Olmsted & Foley have the Italian foods and pie filling advertising. #

It's a Long, Hard Road . . .

Here Are Tips on Introducing New Food and Grocery Products

You Don't Have to Be Big to Be Successful —Just Be Wary

CINCINNATI, Sept. 27—The grocery products business today is built on new brands and new products, in the opinion of John Burgoyne Jr., president of Burgoyne Index Inc.

In an interview with AA, Mr. Burgoyne observed that annually, over the past 12 years, hundreds of new canned foods, frozen foods, ready-mixes, instant preparations, paper and foil specialties and health and beauty aids have been introduced to the retail trade.

"Today, a considerable number of large, national food and grocery product manufacturers are obtaining as high as 40% of their total sales volume from the sale of products that were non-existent ten years ago," he said. Mr. Burgoyne has headed his own drug and grocery market research organization for the past 20 years.

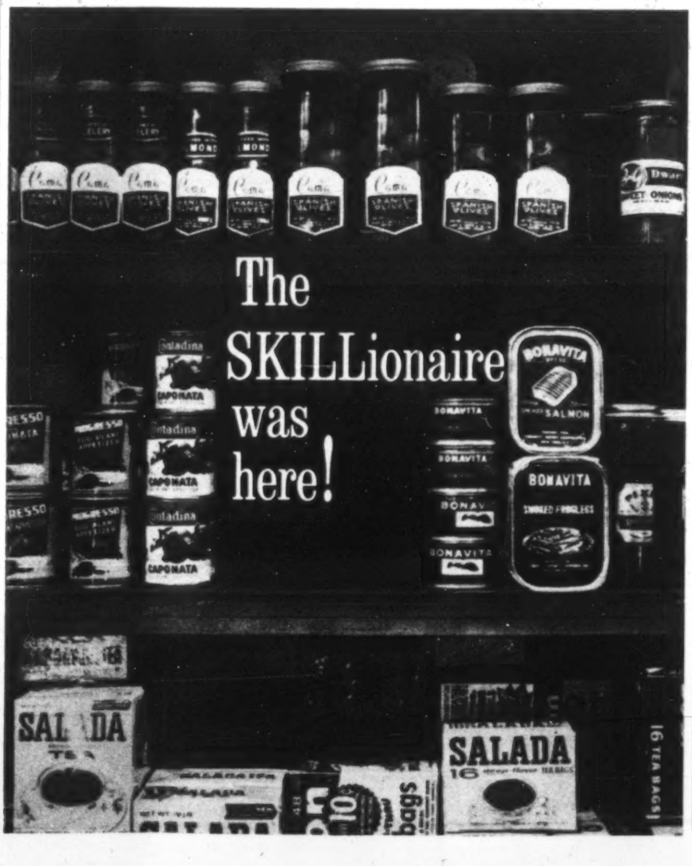
"The introduction of a new grocery product to the retail trade and to the final consumer is full of difficult problems to be solved and obstacles to be overcome. Many new brands or products never fully 'make the grade'—and many others take two to five years before true national distribution is achieved and the items become successful profit-makers for their respective companies," he said.

▪ "These being the cold, hard facts of the grocery business, it may be well to ask, What are the 'ground rules' that must be followed in order to achieve success?

"The successful introduction of any new product or brand is of necessity a long process and involves a number of essential steps. The more important of these steps are:

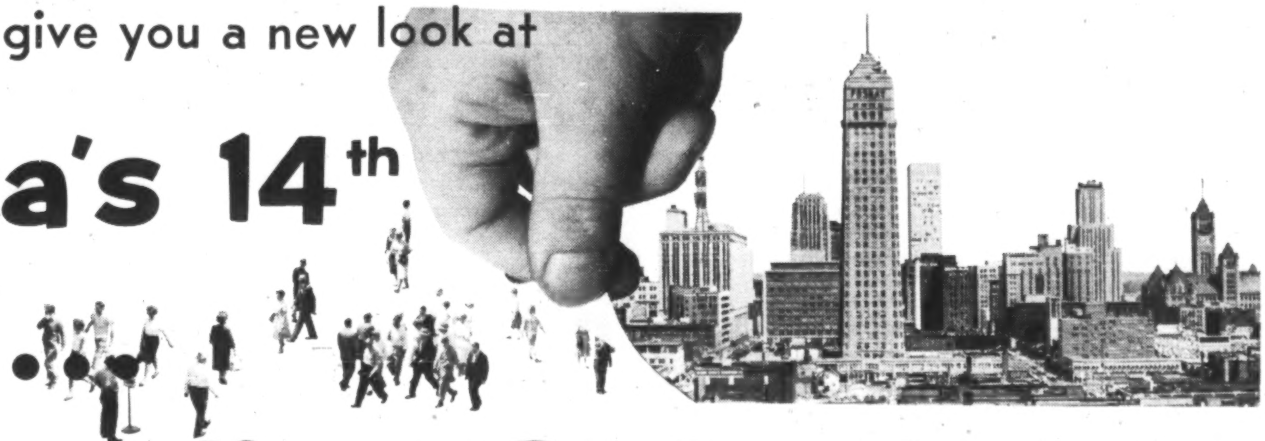
1. "*Product research,* involving thorough laboratory research, either in the experimental kitchen or

(Continued on Page 128)


The SKILLionaire was here!

1960 Census facts give you a new look at

America's 14th Market... Minneapolis – St. Paul



1 THIRD IN PERCENTAGE OF POPULATION GAIN

Between census years 1950 and 1960, the Minneapolis-St. Paul metropolitan area had a 28.3% population increase! This gain ranked THIRD among the nation's top 15 markets—right behind Los Angeles-Long Beach and Washington, D. C.

1950	1,151,053	UP
1960	1,477,080	28.3%

2 FIRST IN PERCENTAGE OF SUBURBAN GAIN

The Minneapolis-St. Paul metropolitan area also had the HIGHEST percentage of gain in suburban population, among the nation's top 15 markets. Between 1950 and 1960, the suburbs more than doubled, jumping 114.7%!

1950	317,986	UP
1960	683,845	114.7%

3 GREATER MINNEAPOLIS-GREATER ST. PAUL NOW 1½ MILLION

The primary circle of influence of Minneapolis and St. Paul embraces all or part of 9 counties and more than 1,500,000 people. (The standard Census-defined metropolitan area embraces only 5 counties.) The population share of each of these major areas is:

	Estimated Population*
GREATER MINNEAPOLIS	**1,056,214**
GREATER ST. PAUL	**563,104**
OVERLAP AREA	**101,049**
GREATER MINNEAPOLIS-GREATER ST. PAUL	**1,518,269**

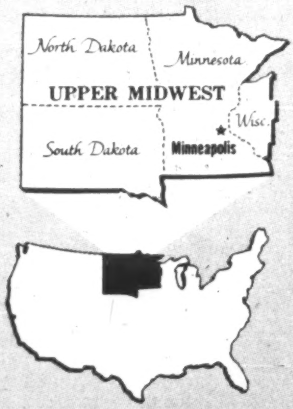
4 HIGH HOME COVERAGE

	Homes**	Minneapolis Sunday Tribune Circulation	Per Cent Coverage
GREATER MINNEAPOLIS-ST. PAUL	443,342	286,519	65%
MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA (5 counties)	424,500	277,056	65%
GREATER MINNEAPOLIS ONLY	308,577	265,472	86%
SUBURBAN MINNEAPOLIS ONLY (Hennepin county except corporate Minneapolis)	79,328	88,569	100%
HENNEPIN COUNTY (Minneapolis)	252,000	229,723	91%

*From 1960 Census preliminary data; and April, 1959, estimates of the Twin Cities Metropolitan Planning Commission.

**Computed from current population figures through estimated average-occupancy-per-household ratios.

Circulation: One-day count on March 20 from Audit Bureau of Circulations report for 12 months ending March 31, 1960.



Get the complete story about the nation's 14th market. Write:

NEWSPAPER MARKETING ASSOCIATES

Scolaro, Meeker & Scott Division
(New York, Chicago, Philadelphia, Detroit)
Doyle & Hawley Division
(Los Angeles, San Francisco)

MINNEAPOLIS STAR AND TRIBUNE

William A. Cordingley, National Advertising Manager, Minneapolis Star and Tribune, 425 Portland Avenue, Minneapolis 15, Minnesota

Minneapolis Star *and* Tribune

525,000 COMBINED DAILY • 660,000 SUNDAY

the chemical laboratory.

2. "*Consumer product-usage research*, involving a consumer 'placement' procedure to test the reactions of consumers. Such factors are studied as (depending on the type of product): taste, quantities recommended for use (as in recipes), baking qualities, sudsing qualities, package size, pricing, and the method by which a cleansing product is used.

3. "*A study of the package* to determine such factors as quantity of the product to be packaged, kind of container to be used (such as glass, tin, cardboard, or plastic) and the adaptability of the package to the retailer's shelf and display requirements.

4. "*A determination of the method* by which the product will be distributed—as for example, through food brokers or by direct sales.

5. "*Planning* the test city advertising campaign.

6. "*Selecting the promotional 'gimmick,'* such as a one-cent sale coupon offer, neighborhood or store sampling.

7. "*An actual sales test* in one or more local markets or small regional markets. This seventh step should not be undertaken until adequate and satisfactory answers have been worked out for all previous steps. For example, if, during consumer 'placement' tests, the reactions of consumers to product usage are not good, then the product had best be returned to the laboratory for further development.

■ "A few examples will serve to illustrate how necessary are all of these steps.

"One of the companies that has been successful in the sale of liquid laundry starch nearly ran into serious trouble during the early stages of this product's promotion. A sales test was conducted in a midwestern city.

"After the first few weeks it was found that the components of the product were 'separating out' in the bottle—and further laboratory work was needed. Fortunately, only the supermarkets in one city had been stocked.

■ "A manufacturer of a household product that is normally used in solid form developed a powdered variation, and devised what was considered to be a convenient dispenser. The product and dispenser were placed on the market on a large scale, with extensive (and expensive) use of advertising. It was found that the traditional usage habits of housewives were too ingrained for the product to become popular—or possibly the advertising had not been prepared with sufficient punch. At any rate, the product stayed on the grocers' shelves.

"A consumer 'placement' study had been made, but apparently the wrong conclusions had been reached, or the results had not been correctly evaluated by the advertising copywriters. To date, a large sum of money has been spent and the product is still in the stage of uncertain and only partially researched development.

■ "A leading manufacturer of canned meat products introduced a variation of a standard product that had not been adequately kitchen-tested, and was overpriced. Because of the company's prestige and position in the trade, the new product was stocked by both Kroger and A&P, but with unsatisfactory results. Needless to say, the experience was both costly and embarrassing to the manufacturer. With care for the proper steps in planning, this mistake would have been avoided.

"However, in introducing a new product, a searching calculation of the difficulties to be overcome is but one side of the coin. Consideration should be given also to what will happen if a windfall occurs.

"One of the first makers of kitchen-wrap at first did not fully appreciate the potential of his new product. The product was introduced in a number of cities without the benefit of adequate promotion. Little consideration was given to the intensive, step-by-step build-up needed to establish a new product with supermarket chains. Subsequently, an entire new plan of distribution was formulated. Backed adequately with advertising, sales tests were conducted in four midwestern test cities. Results were so impressive to supermarket chains and independents that a 10% position was obtained—double the one that had been secured formerly through desultory planning.

■ "Recently a processor of high-priced coffee made a searching study of the market, which price-wise was showing a distinct downward trend. It was believed that many coffee-lovers are not overly price-conscious. Therefore, a luxury instant coffee carrying the same brand name was introduced to bolster sales of the established drip and regular grind product. This strategy proved highly successful. Not only was a satisfactory volume achieved for the instant coffee, but total sales volume has been gratifying. This entire program was planned with thoroughness at every step.

"A leading maker of canned dog

What New Products Mean to Food Company Management

"New products give us greater sales, increased profit opportunities and strengthened competitive position. We estimate that roughly one-fourth of our total sales now come from products and operations that did not exist ten years ago."

C. H. Bell
President
General Mills

"With us, the quest for the best in cereals is a never-ending business. What is new today, in the way of product improvement and packaging techniques, is more than likely to be superseded by something else tomorrow.

"Consequently, the introduction of new products at the right time and price is an essential part of our progress. All in all, new products are a form of profit protection as important as making a profit."

L. C. Roll
President
Kellogg Co.

"Last year, one-third of our sales and one-third of our profits came from 'new' products introduced by Kraft during the past ten years. These results alone would justify the most energetic program of new product development and marketing that we can maintain. Historically, every forward surge of our company has been related to new or improved products and it is only logical that new product development will play an important role in future policies."

J. H. Platt
Senior Vice-President
Kraft Foods

"Skillful use of every possible technological advance will be required to meet the still-rising demand for convenience foods. The keen competition—the 'get ahead or fall behind' precept which dominates the food processing business—will, I am sure, result in this mounting demand for convenience being met in the future, as it has been in the past."

Charles G. Mortimer
Chairman
General Foods Corp.

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

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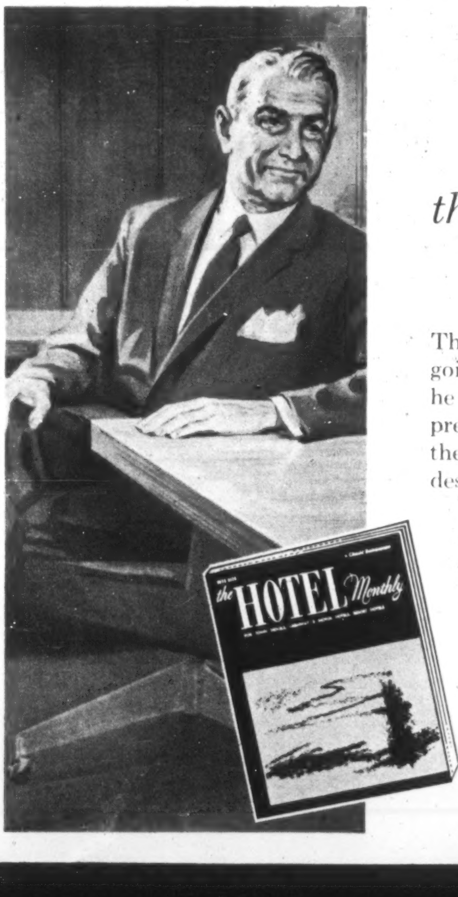
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES
NBC



this one man makes 88% *of the buying decisions in hotels and motor hotels*

The sales and profit-minded hotel manager is the man you must reach if you are going to sell your product or service to the hotel and motor hotel market. He, and he alone, personally makes 88% of all decisions on purchasing, specifying, brand preference and resource selection. The remaining 12% is delegated. Reach all of these important men consistently and at low cost through the **one** hotel magazine designed especially for them.

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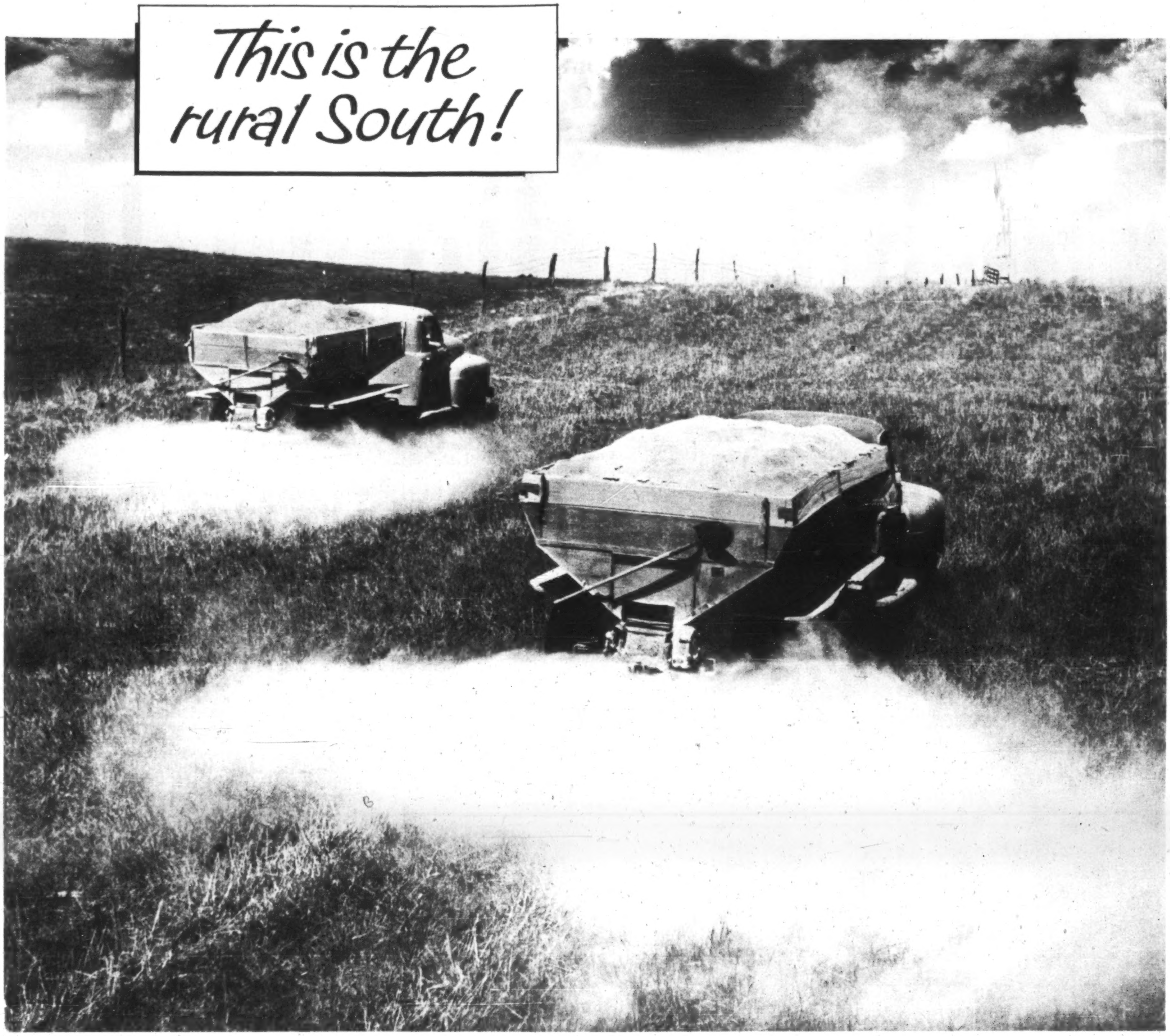

MORE TO GROW ON!

For years, more fertilizer has been used in the rural South than anywhere in the nation. In 1959, the South's total rose to 11,251,000 tons—*45% of the entire U.S. fertilizer consumption*. That's the modern Southern farmer . . . spending more to get more out of his land and labor. It shows in the big steady sales of every type of product and equipment used in Southern farm production! For example, 39% of all farm-owned trucks in the U.S. are in the South!

Naturally, more profitable farming means better living for Southern farm families. The Nielsen "C & D" counties* of the South lead in sales in key consumer businesses such as drug stores, food stores and gas stations. In fact, the "C & D" South surpasses all other "C & D" counties in *total* retail sales! For this booming farm and home market your *best* media buy is The Progressive Farmer. The fertilizer industry knows it! Progressive Farmer subscribers buy 60% of all commercial fertilizer used in the South—more than 27% of the U.S. total. Buy The Progressive Farmer first!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS,
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

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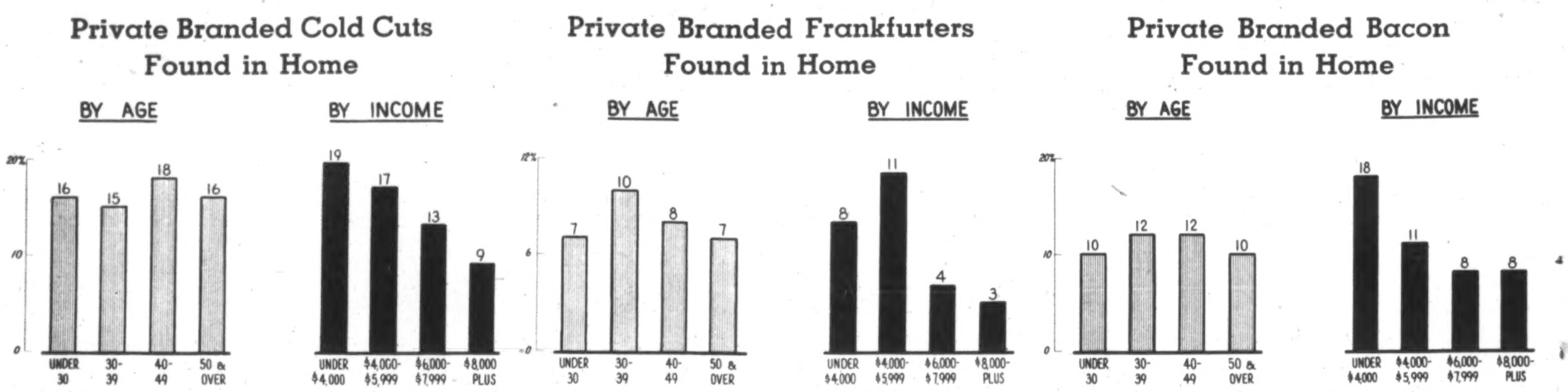
*Nielsen "C & D" counties are counties with less than 100,000 population. "A & B" counties have more than 100,000 population.



Private Branded Cold Cuts Found in Home

Private Branded Frankfurters Found in Home

Private Branded Bacon Found in Home

PRIVATE BRAND BUYING . . AGE VS. INCOME—*The importance of private brands in food purchasing can never be assessed as an entity—it must be done by product category, according to Marplan, the research division of McCann-Erickson. Twice a year Marplan takes a food products inventory in 2,500 households located in a score of markets, for about 50 basic items. Next year data on the growth trend of private brands will be available. In the meantime, great differences between categories have been uncovered. For example, the charts here deal with packaged meat products—a category in which local, regional and private brands provide significant competition to nationally advertised products. For each of three products—cold cuts, frankfurters and bacon—there were some variations, but a more basic pattern of significance to food advertisers which emerges for all three products is that there is a distinct correlation between income and private brand purchases, regardless of age. There was also an almost identical proportion of homemakers under 30 years of age, and over 50 years, with private brands on hand for each product. Of the three items, private brand cold cuts were most attractive to families with incomes of under $4,000, bacon the second most attractive and frankfurters last. Families with incomes over $8,000 had the least interest in private brand frankfurters, somewhat more in private brand bacon and cold cuts. Over-all, nationally advertised bacon represented 51% of the bacon market; the figure was 47% for nationally advertised frankfurters, and 40% for nationally advertised cold cuts.*

PROOF POSITIVE
The TV Buy
Delivers
Quality Markets

S. R. D. S.*
3 of Texas' Top 4
"C. S. I. per hsld."
Markets
1. Odessa-Midland $7638
2. El Paso 6891
3. Wichita Falls 6794
4. Amarillo 6763
5. Galveston 6694
6. Lubbock 6640
*Spot TV Rates and Data, Aug. 1960
Consumer Market Data, Jan. 1960

Sales Mgmt.*
3 of Texas' Top 5
"E. B. I. per hsld."
Markets
1. Odessa-Midland $7128
2. Wichita Falls 6671
3. Lubbock 6611
4. Amarillo 6557
5. El Paso 6390
6. Houston 6383
*Sales Management
Survey of Buying Power,
July 10, 1960

TRIGG VAUGHN STATIONS
KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA MIDLAND

3 QUALITY STATIONS / QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.
Jack C. Vaughn, Chmn. of the Board Cecil L. Trigg, President
George C. Collie, Nat'l. Sales Mgr.

food has successfully applied the six-pack merchandising principle to the sale of his product. Formerly sold only in 16-oz. and 24-oz. single cans, this dog food now is offered also in easy-to-carry cartons of six 16-oz. cans. Sales tests were conducted in Cincinnati and Syracuse and proved the soundness of the plan. Now the shopper buys 96 oz. or more of the product in a single purchase.

■ "It often is asked: What share of the market should a product obtain in order to be considered a success? This question may be answered in either of two ways: (1) What percentage of total sales will establish the product as one of the leading brands, or (2) what, in view of the manufacturer's specific objectives, may be considered as a criterion of success?

"The percentages of total sales enjoyed by successful, leading food product manufacturers will of course vary considerably in accordance with the product classification. Following are figures for a few product classes, selected at random from our own sales studies. The figures show share of market for specific brands that a manufacturer should obtain in order to be considered among the leaders in given product classifications.

	Percentage Share	
	High	Low
Regular Coffee	25%	5%
Instant Coffee	40%	4%
Toilet Soap	12%	5%
Cereals	10%	2%
Salad Dressing	35%	3%
Household Wrap*	37%	3%

*Includes aluminum foil, wax and synthetic papers.

■ "By no means is it true, however, that a food product manufacturer must achieve a place among the big leaders in order to be counted as a successful operator. Some realistic criteria of success are these:

- "Are retail sales to the consumer steadily increasing? Is the product headed in the right direction?

- "Is the profit margin an attractive one? What is the selling cost? Some products require more servicing by the salesman than do others. A salesman of baby foods, for example, may be required to check the many items of baby and junior foods in stock of each of the supermarkets in the area. Another example, a specialty such as medicated soap may sell at a better profit margin than ordinary soap.

- "How rapidly does the product move? Bread will be bought at least once a week—by contrast, a bottle of meat sauce may last several weeks. In order to be satisfactory, a larger percentage of total volume will have to be obtained for such items as frozen lobster or frozen trout than is obtained for frozen vegetables in the staple classifications, which move more rapidly.

- "Is the market a highly competitive one, and one in which an extensive promotional effort is needed if a foothold, once gained, is to be maintained? Or rather, is the market one with a large, presently undeveloped potential? Sales of cake mixes, for example, have shown rapid increases in recent years. Popular new mixes, accordingly, are sold with considerably less promotional effort than is needed to sell items that fall in the categories of staple products.

- "Is the product one that is helping the manufacturer to obtain new or better distribution for an entire line? Does the new product round out sales of an entire family of products and so help the manufacturer solidify his position with the trade?

"These are but a few of the criteria which may be used in judging the success of a new grocery product.

■ "In summary . . .

"Each year, there are appearing on the grocer's shelves an increasing number of new products, new brands, and new packaging ideas.

"The manufacturer who desires to introduce a new product should plan and execute with care each of seven important steps, namely:

1. "Kitchen or laboratory product research.
2. "Consumer usage, 'placement' research.
3. "Packaging research.
4. "Distribution planning.
5. "Test-city advertising planning.
6. "Planning of the promotional 'gimmick.'
7. "Retail sales test.

"The successful introduction of a new product may follow any one of many patterns, depending on what are the manufacturer's objectives. Regardless of what these objectives may be, the manufacturer needs to plan carefully and thoroughly. There is no royal road to success in the food and grocery product field." #

No One Wants to Talk About Brokers' Advisory Committees, But . . .

(Continued from Page 61)

plenty of advance warning. A manufacturer may assume that three to four weeks' notice at the local level will do the trick; but many brokers who serve on brokers' advisory committees regularly suggest that six weeks of lead time at the local level can go a long way toward improving the chances for an important promotion drive.

■ Brokers' advisory committees often have something to say about the theme of a campaign. "Wasn't that tried by Company X three years ago? In our territory it went over like refrigerators in Alaska." Or they may be skeptical of a campaign centered exclusively in a single national medium. "Our experience is that we get better results in our market if some of the budget goes to radio."

Advertising agencies have been among the first to recognize the usefulness of brokerage arrangements. Watson Rogers, president of National Food Brokers Assn., reports that more than half the new accounts offered to brokers originate with advertising agencies which have learned to respect brokers from past experience.

Because he works with so many products and visits so many stores, the broker has a special claim on the confidence of food retailers, too. With the number of commodities constantly increasing, the buyers of the chain organizations are interested in hearing from men who are close to the independents, and who know what is happening when the grocer tries to interest the customer in a new product.

■ While individual brokers and manufacturers keep their experiences with brokers' advisory committees to themselves, the marketing world will get the benefit of a "super brokers' advisory committee" soon when National Food Brokers Assn. and Ketchum, MacLeod & Grove begin releasing the results of a study-in-depth which they have been carrying out to put brokers collectively on record as far as their views on marketing procedures are concerned.

Symbolic of the expanded role the broker is playing in guiding the marketing strategy of the food industry, this survey, the first ever made in the brokerage field, was worked out to provide a massive amount of information on the way brokers feel about the material and help they receive from manufacturers and agencies.

Indicating his enthusiasm for his new role, the broker responded warmly to the 15-question report form. With more than 1,000 individual companies meeting the tabulation deadline, first results from this super brokers advisory committee may be available later this month.

■ Food brokers throughout the country have written spectacular business success stories in recent years because their on-the-spot access to key markets fits neatly into the immediate need of even the large manufacturers.

By using a broker, the manufacturer gets expert on-the-spot representation. At the same time, he's spared the cost and difficulty of maintaining his own sales force in the field.

Today's food broker has little resemblance to the early birds who formed National Food Brokers Assn. in 1904. Physically, their operation is the same, since they do not carry inventories or handle shipments. But in place of the limited line of bulk commodities which made up the wares of the early broker, today's broker is concerned chiefly with processed foods and nationally advertised brands.

■ In the past 12 years, membership of National Food Brokers Assn., Washington, which includes most of the more prominent brokers, has increased from 1,000 to 1,950. Brokers are believed to be party to the movement of about two-thirds of all processed foods, accounting for roughly $10 billion of sales at wholesale.

The broker's unique situation earns him the confidence of suppliers and retailers alike. His stock in trade is his integrity and his reputation for performance. Brokers have a rigid code of ethics which stresses that they must not have any tie-in with buyers, and must not purchase merchandise for their own accounts.

■ About 18 years ago, every member of National Food Brokers Assn. was required to submit a sworn affidavit that he was not holding any merchandise directly or indirectly for his own benefit. In the past 10 years there have been at least eight instances where members "stood trial" before the executive committee for code violations, and in one instance, the association filed a lawsuit to stop an ex-member from continuing to use its emblem.

One of the "cases" where a member was expelled by the association involved charges that the broker tipped off a wholesaler to an impending price increase for a nationally known product, and then helped him stock up. The broker was "tried" and expelled, after the manufacturer advised the association that the broker was selling the extra supply outside his territory, and participating in the windfall profits.

One broker was expelled from the association after it was found that he was allied with a major food distributing organization. Another was out on the basis of charges that he was handling competing products, without advising either of the suppliers. This last was ultimately reinstated, with the understanding that there would be no repetition of this practice.

■ Individual brokerage businesses have gone through a dramatic transformation. Pioneer brokers were one-man organizations. Now most brokerage firms rely heavily on efficient sales forces, accounting departments and other trappings of well-rounded businesses.

Early brokers had no managerial worries. Today's brokers are so deeply involved in routine business management problems that National Food Brokers Assn. took on for the first time this summer the chore of providing an annual management conference to take up the non-selling side of the business.

In the early stages of their modern transformation, brokers appealed initially to regional and one-product manufacturers, but in recent years even the big companies with their own sales organizations have been using brokers for some products.

■ Brokers were ideally suited for small manufacturers because they provided highly professional on-the-spot sales representation without the expense or trouble of building a sales staff.

Small manufacturers could arrange a brokerage network to suit production or marketing plans.

(Continued on Page 132)

ARB SAYS: FIRST

FIRST every book since Nov., 1959.

Month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 26% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday, and 24% more average HOMES! (Aug., 1960)

NIELSEN SAYS: FIRST

Month after month Channel 2 has led the parade in Nielsen as well. First in four out of the six 3-hour periods in May-June, 1960; first in all six periods in July. First in 31 out of 38 quarter-hour periods. Monday through Friday, 7:30 AM—5 PM in July.

CONSISTENT LEADERSHIP IN 4 STATION

DETROIT

WJBK-TV

the **STORER** *station backed by 33 years of responsible broadcasting*

NATIONAL SALES OFFICES:
625 Madison Avenue, New York 22
230 N. Michigan Avenue, Chicago 1

Call KATZ

THERE'S GOOD DISTRIBUTION IN COLUMBUS, OHIO

ROYAL BLUE SUPER MARKETS featuring MONARCH FINER FOODS

Eavey FOOD MARKETS

IGA

SUPER DUPER

Kroger

A&P

Foodtown

BIG BEAR SUPER MARKETS

ALBERS COLONIAL STORES

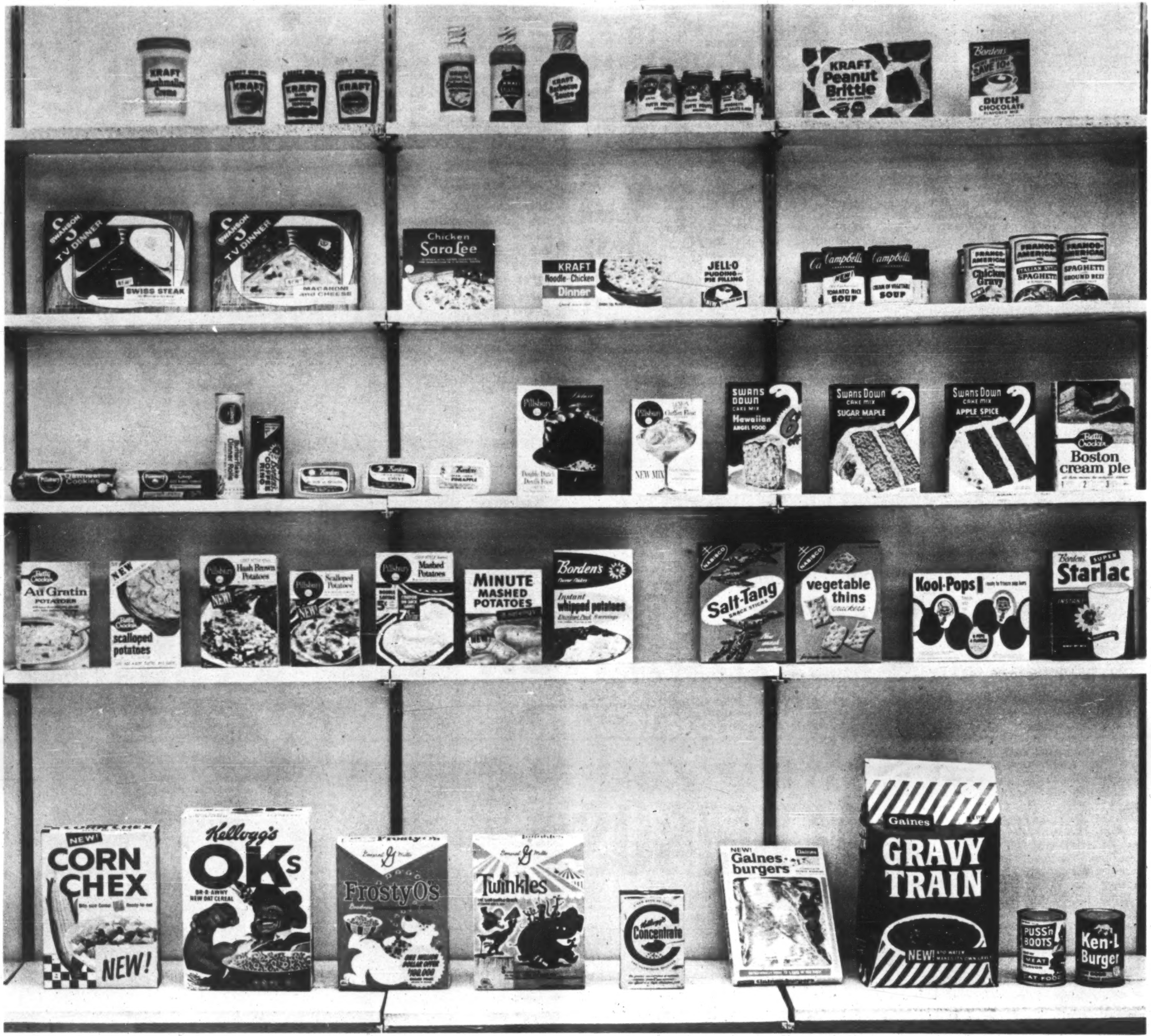
Food advertisers have made the Columbus Dispatch one of the leading food papers in the United States . . . and no wonder. Nine progressive chains and voluntary groups maintain major distribution centers in or near Columbus, and they serve over 600 stores in the Central Ohio Area!

Contact your O'Mara & Ormsbee man today get all the facts on the DISPATCH and on the attractive combination rate with morning CITIZEN-JOURNAL!

Represented nationally by O'Mara & Ormsbee (New York, Chicago, Detroit, San Francisco, Los Angeles), McAskill, Herman & Daley, Inc. (Miami Beach)

THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

New Products Keep Sales Perking for Big Food Companies


KRAFT Marshmallow Creme
KRAFT Peanut Brittle
DUTCH CHOCOLATE
SWANSON TV DINNER SWISS STEAK
SWANSON TV DINNER MACARONI and CHEESE
Chicken Sara Lee
KRAFT Noodle-Chicken Dinner
JELL-O PUDDING-PIE FILLING
Campbell's TOMATO RICE SOUP
Campbell's SOUP
FRANCO-AMERICAN Chicken Gravy
FRANCO-AMERICAN SPAGHETTI
SWANS DOWN CAKE MIX Hawaiian ANGEL FOOD
Swans Down CAKE MIX SUGAR MAPLE
Swans Down CAKE MIX APPLE SPICE
Betty Crocker Boston cream pie
Betty Crocker Au Gratin POTATOES
NEW scalloped potatoes
Pillsbury Hash Brown Potatoes
Pillsbury Scalloped Potatoes
Pillsbury Mashed Potatoes
MINUTE MASHED POTATOES
Borden's Instant whipped potatoes
Salt-Tang
vegetable thins crackers
Kool-Pops
Borden's Starlac
NEW! CORN CHEX NEW!
Kellogg's OKs
Frosty O's
Twinkles
Kellogg's Concentrate
NEW! Gaines-burgers
Gaines GRAVY TRAIN NEW!
PUSS'n BOOTS
Ken-L Burger

Photograph taken in supermarket laboratory of Dickens Inc., Chicago

NEW ITEMS ON SUPERMARKET SHELVES—*Dramatizing the continuous march of new products in the grocery field is this array collected by a team of Advertising Age reporters in just one market—Chicago. Armed with a list of a dozen large food companies and their new products introduced in the past year, the reporters were assigned to bring back as many of the items as they could find on Chicago supermarket shelves. Result: More than 60 new items for these companies alone. Major product areas included a new category—instant potatoes (seven items from Borden, General Foods, General Mills, Pillsbury)—and an old standby—cereals (General Mills' Frosty O's and Twinkles, Kellogg's OKs and Concentrate and Ralston-Purina's Corn Chex). Probably in no other industry are new products more important than the giant food industry.*

The network could be expanded at whatever rate the producer wished. Sometimes the broker serves, too, as a resident sales supervisor. In these instances the manufacturer may actually assign one of his own sales people to a particular territory, under an arrangement which provides for him to work under the supervision and discipline of the broker.

Big suppliers who are experimenting with brokers are influenced by the performance record of brokers and by potential savings in selling costs. General Foods retained brokerage set-ups when it absorbed Kool-Aid and S.O.S. All three of the big soap companies use brokers for one or more of their product lines.

■ The brokerage system is an old one, but it has taken on new importance for a number of reasons. At a time when food manufacturers needed closer contact with important outlets, traditional wholesaler distribution arrangements showed the strain of today's rising costs. With wholesalers eliminating salesmen and providing less promotional support, brokers stepped in to provide contact and follow-through, which manufacturers needed.

Brokers had additional appeal because they enabled the manufacturer to keep closer control over sales costs. Brokers operate on an individually-negotiated over-ride which ranges from a fraction of one per cent to as much as five per cent, according to the earnings potential of the item. By working through brokers, the manufacturer escapes the costs and uncertainty incurred by companies that maintain their own field forces.

The roster of the annual convention of National Food Brokers Assn. is a significant barometer of the place the brokers have achieved in the food industry. More than 8,000 reservations are already recorded for next December's Chicago meeting, which will again be one of the largest food conventions in the world. Over 1,300 food manufacturers will have representation, and the roster will include executives from the top advertising agencies and media.

■ Brokers are independent business men, with exclusive rights to a particular line for a definite territory. Ordinarily, they handle a well-rounded line of non-competitive products. A typical broker might have as many as 25 suppliers, but in recent years, as suppliers have diversified, brokers have been forced to cut down on the number they can represent.

The broker is used as an agent of the manufacturer, instead of a field sales force. He makes calls on buyers of supermarket chains, independent grocers, wholesalers and institutions. In addition to his over-ride on all shipments coming into his territory, he often gets a special fee to cover special merchandising assignments.

Each manufacturer develops his own network of brokers. Although national coverage is achieved with 75 to 90 brokers, on the average, some companies grant smaller territories, and use as many as 120 brokers.

In most food broker organizations, the principals or partners are themselves responsible for contacts with buyers of the chains and large independent supermarkets. A typical broker in a moderate-size market will employ from four to 12 salesmen, although there are instances of brokers with as many as 65 salesmen.

Part of the sales force covers outlets other than those which are sold to by the partners. Other personnel function as merchandising specialists and detail men, checking the position of merchandise on the retailer's shelves, assisting in promotions, making sure required stocks are on hand, advising in the placing of display material, and ever working closely with the store manager or owners.

Information for Advertisers

- The 1960 edition of "Associations of Greater Philadelphia," a 69-page directory listing 1,000 associations, is available from the research department of the **Chamber of Commerce of Greater Philadelphia,** 121 South Broad St. Priced at $2.08 per copy for Chamber member companies and $4.16 for non-members, it lists names, addresses of each association, names of presidents or chief officers and secretaries, and their addresses and phone numbers.

- A marketing study of the food industry of New England will be published as part of the 20th anniversary issue of **Yankee Grocer,** Oct. 10. The food study will contain complete breakdowns on the number of food stores, grocery stores and sales per county and state. In addition, share-of-market figures will be published for chains, voluntary groups, co-ops and independents. Extra copies of the issue will be available from Shamie Publications, 429 Park Sq. Bldg., Boston 16.

- A survey on the "Sanitation Industry," has been published by and is available from the **Refuse Removal Journal,** 60 E. 42nd St., New York 17. The survey contains data on the number of persons employed, number of trucks owned or operated, other pieces of mechanical equipment operated, gallons of motor oil used per month, and gallons of gas or fuel used per week.

- "Survey of Markets, 1960," annual market survey of the latest statistics of Canada's provinces, cities and towns, which includes special reviews of the major economic and business indicators of the nation, has been published by the **Financial Post.** Priced at $4, the survey is available from the *Financial Post*, 481 University Ave., Toronto 2.

- "South African Market," latest in its continuing studies of world markets, has been published by **J. Walter Thompson Co.** Additional information on the 40-page booklet which details basic population and economic statistics, may be obtained from J. Walter Thompson Co., 420 Lexington Ave., New York 17.

- **Electrical Equipment** has published a "Market & Media File," which provides a detailed analysis of the two major markets for electrical and electronic products by size, type of plant, product manufactured and productive capacity. Additional information may be obtained from N. C. Berro, Director of Research & Promotion, *Electrical Equipment*, 172 S. Broadway, White Plains, N. Y.

- "Directory of Wholesale Grocers, Grocery Chains & Food Brokers in the Philadelphia Area," has been updated by the research department of the **Inquirer,** Philadelphia, and is available upon request. The booklet covers wholesalers in the Philadelphia retail trading area, and in adjoining cities. Listings include officers of each company, area serviced, names of buyers and private brands handled. #

Newfoundland Radio Plan Set

The associated companies of Colonial Broadcasting System Ltd. and Humber Valley Broadcasting Co. have designed a new joint radio coverage plan to offer province-wide advertising in Newfoundland. National advertisers currently are being informed of the new plan, through which they may buy time of both VOCM, St. John's, and CFCB, Corner Brook, through one over-all contract.

Air Door Names Poorman

Air Door Inc., New Castle, Ind., a division of New Castle Products Inc. and manufacturer of the American concept in air entrances for stores, institutional and public buildings, has appointed R. J. Poorman & Associates, Muncie, Ind., as its agency.

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

Population
Retail Sales
Industries
ROP Retail Color

More than one first in . . .
Remarkable ROCKFORD

Population: largest in Illinois outside Chicago — 126,099

Retail Sales: highest in state except Chicago — month after month

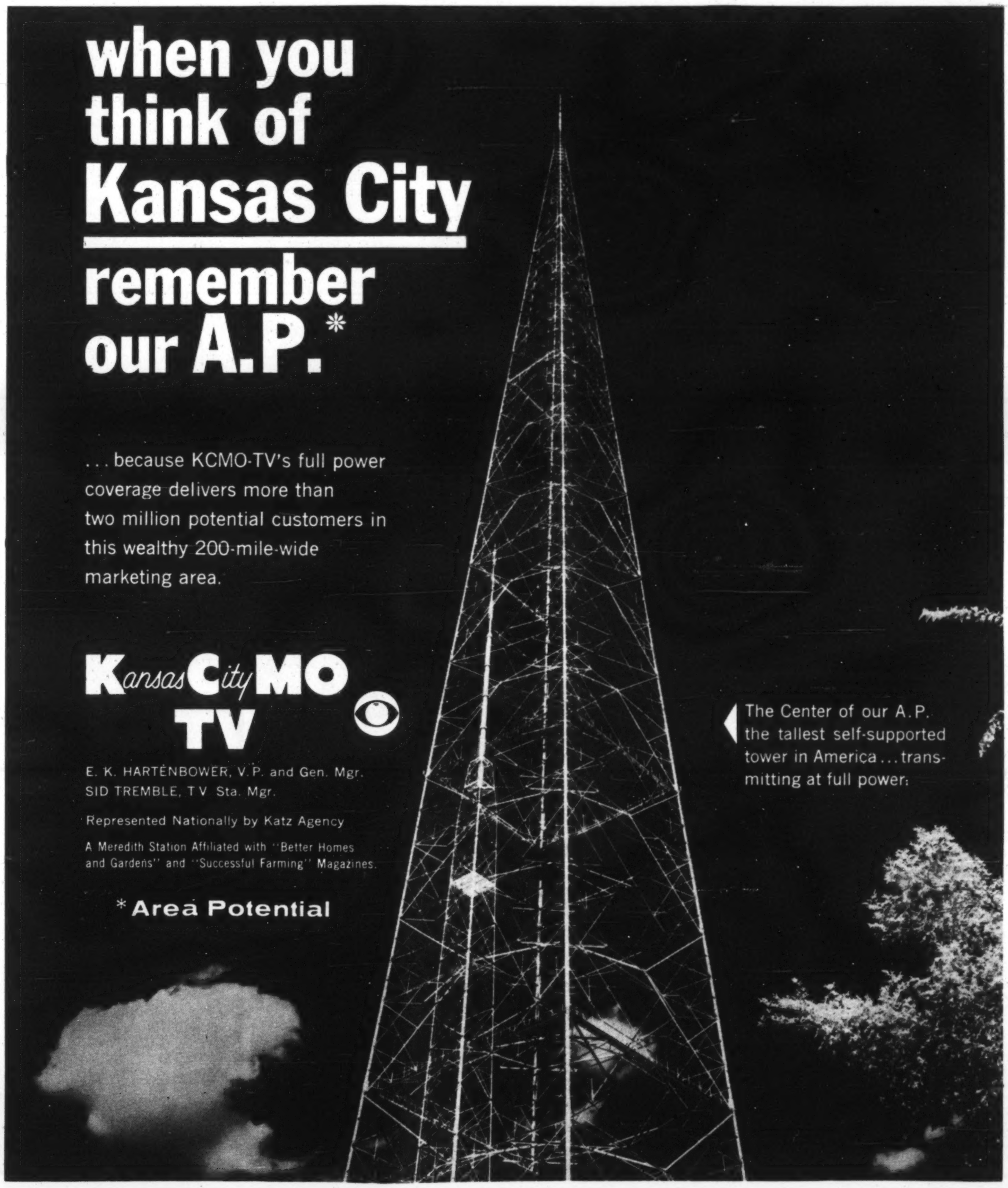
Industries: 452 making over 300 different kinds of things

ROP Retail Color — first in the state including Chicago for first six months of 1960.

Finest FULL COLOR Facilities

FIRST in ILLINOIS in Population and Sales (outside Chicago)

ROCKFORD
MORNING STAR
Register-Republic



when you think of Kansas City remember our A.P.*

... because KCMO-TV's full power coverage delivers more than two million potential customers in this wealthy 200-mile-wide marketing area.

KansasCityMO TV

E. K. HARTENBOWER, V. P. and Gen. Mgr.
SID TREMBLE, T V Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

*Area Potential

The Center of our A.P. the tallest self-supported tower in America ... transmitting at full power.

KYW is way up in Cleveland!

...with the most extensive international, national and local news coverage in town. More people dial KYW for News than any other radio station in Cleveland. KYW is your No. 1 radio buy in Ohio's No. 1 market.*

*SPECIAL PULSE STUDY MARCH 1960

Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.

WBC

NARDA, 'Post' Set Crash Effort to Cut Refrigerator Backlog

CHICAGO, Sept. 27—Refrigerator manufacturers have joined in a heavy local level advertising-promotion campaign to whittle down the surplus of 1960 refrigerators, estimated last July at 800,000 units.

The project is being sponsored by the National Appliance & Radio-TV Dealers Assn. in cooperation with *The Saturday Evening Post*. All major refrigerator manufacturers are expected to cooperate.

The "crash" program was at first designed to sell 750,000 refrigerators in 30 days. But now the program has been extended to run from Oct. 20 to Dec. 31, with the aim of doubling sales recorded in that period last year. It has been estimated that about 700,000 to 800,000 of the 3,750,000 refrigerators sold last year were moved during the fourth quarter. Sales this year are running about 7% behind last year.

Theme for the campaign will be, "Wanted! ! ! your old refrigerator," with the subead, "Trade in today . . . you get more rewards in every way."

■ A western motif will prevail in promotion kits, which are being prepared by the *Post*. The kits will contain streamers, posters, pennants, mat headings, radio-tv ad copy and truck posters. An estimated 40,000 kits will be purchased at cost by manufacturers, who will pass them along to distributors and dealers for use.

The *Post* said it expects to get no advertising out of this drive, but is cooperating merely to help the industry.

EXCHANGE NATIONAL BANK'S SPECIAL CHECKS
Your best buy in money!
THE EXCHANGE NATIONAL BANK

CHECK—*The Exchange National Bank, Chicago, kicked off its low-cost check campaign with color pages like this in newspapers on Sept. 28. H. M. Gross Co. is the agency.*

A meeting on the promotion held last week was attended by representatives from Whirlpool Corp., General Electric Co., Norge, Kelvinator, Philco and Westinghouse. Other manufacturers are expected to give help to the drive.

The refrigerator promotion is designed as a local-level drive. The theme may be used in some manufacturers' national advertising, however.

The NARDA campaign will also include local promotions. It is hoped that cooperation for these will come from banks and lending institutions, industry groups and utilities, as well as local media.

■ At a NARDA press conference announcing the program today, Sol Polk, head of a chain of appliance and home furnishings stores, said he will spend an additional $50,000 in all forms of advertising to sell more refrigerators during the promotional period. #

Network Radio's Top Advertisers*

Based on Four Weeks Ending Aug. 7, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	753	265,628
2	Chevrolet-General Motors (CBS, NBC)	216	120,573
3	Liggett & Myers (CBS, MBS, NBC)	332	104,349
4	Midas Inc. (NBC)	161	90,110
5	R. J. Reynolds (4 Nets)	266	78,532
6	Metropolitan Life (NBC)	124	72,303
7	General Mills (4 Nets)	187	66,670
8	Kellogg Co. (CBS)	73	45,939
9	Ex-Lax Inc. (4 Nets)	121	44,611
10	General Foods (ABC, CBS, MBS)	85	39,072
11	Frito Co. (CBS)	101	38,871
12	Amer. Tel. & Tel. Co. (4 Nets)	164	36,340
13	Mennen Co. (ABC, NBC)	86	36,152
14	Automotive-American Motors (NBC)	88	35,414
15	A. E. Staley Mfg. Co. (CBS)	44	34,075
16	Seven-Up Co. (CBS)	61	32,935
17	Grove Division-Bristol-Myers (CBS, NBC)	72	32,691
18	Sterling Drug (CBS, MBS)	64	27,499
19	Bristol-Myers Co. (CBS)	32	26,407
20	S. C. Johnson & Son (NBC)	66	25,615

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Chevrolet-General Motors (CBS, NBC)	199	103,615
2	Pepsi-Cola Co. (4 Nets)	254	101,929
3	Westinghouse Electric (CBS)	320	101,836
4	Liggett & Myers (CBS, MBS, NBC)	281	76,359
5	General Mills (4 Nets)	195	67,706
6	Midas Inc. (NBC)	121	62,759
7	Metropolitan Life (NBC)	104	56,292
8	Mennen Co. (ABC, NBC)	177	50,837
9	Seven-Up Co. (CBS)	92	47,563
10	R. J. Reynolds (4 Nets)	167	44,288
11	Sterling Drug (CBS, MBS)	80	33,585
12	S. C. Johnson & Son (NBC)	90	33,235
13	Oldsmobile-General Motors (CBS, NBC)	62	27,999
14	Ex-Lax Inc. (4 Nets)	71	26,198
15	Kellogg Co. (CBS)	49	25,825
16	General Foods (ABC, CBS, MBS)	55	25,682
17	Automotive-American Motors (NBC)	69	25,335
18	A. E. Staley Mfg. Co. (CBS)	34	25,323
19	Bristol-Myers Co. (CBS)	32	25,074
20	Grove Division-Bristol-Myers (CBS, NBC)	53	22,390

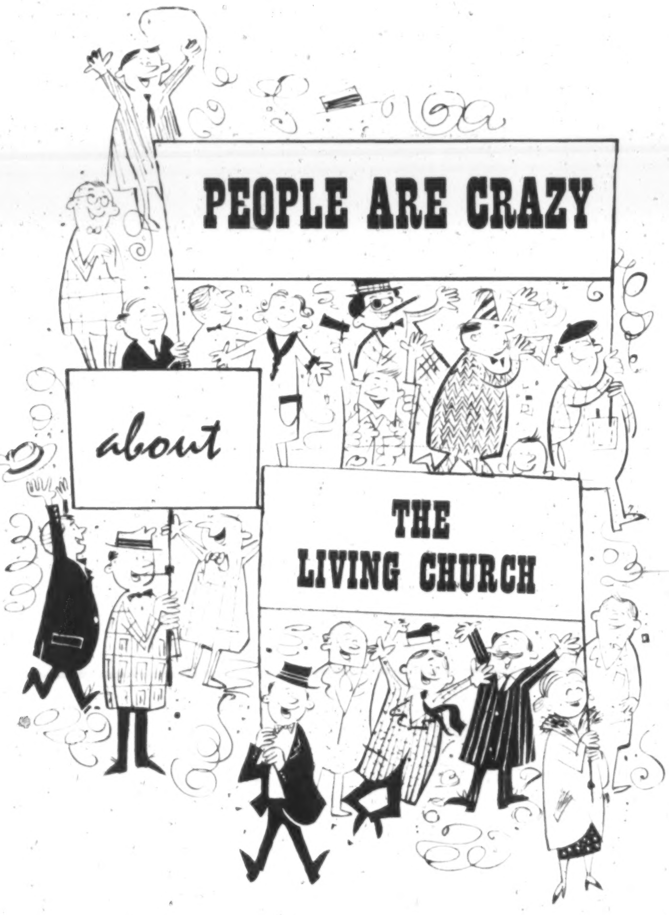
*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Fincher Join Howard Agency

Al Fincher, Charlotte artist, has joined J. T. Howard Advertising Agency, Charlotte, as art director. He succeeds Charles C. (Chick) McKinney, who was promoted to account executive.

KM&J Promotes Dunston

Ernest J. Dunston, senior research analyst at Keyes, Madden & Jones, Chicago, has been named assistant director of research.



Episcopalians love it because it is an independent, authoritative newsmagazine. It tells them whether Church officialdom is doing well or poorly, keeps them up to date on what's going on. Clergy and active laity growl at the subscription price—$10 a year—but pay it anyway.

Advertisers love it because it pin points the multi-million dollar Episcopal Church market. It reaches the people who influence Church buying, cutting down on waste circulation. Living Church carries more paid advertising per year than any other denominational magazine.

Admen love it because The Living Church knows what they need—supplies them with media information—suggests merchandising aids—conducts reader surveys and market surveys—thinks in businesslike terms.

If you represent a product or service a church can use—take a look at The Living Church.

THE LIVING CHURCH
407 E. Michigan St., Dept. AA
Milwaukee 2, Wis.

AMERICAN METAL MARKET
3.4 men with buying authority read every copy of AMM

The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**

Coming Conventions

*Indicates first listing in this column.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 7-8. Advertising Federation of America, 3rd District convention, Hotel John Marshall, Richmond, Va.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 13-15. Mutual Advertising Agency Network, national meeting, Bismarck Hotel, Chicago.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-17. Advertising Managers Bureau, New York State Dailies, fall meeting, Hotel Syracuse, Syracuse.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 21. Ohio State University, 17th annual advertising and sales promotion conference, Columbus.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27. American Newspaper Publishers' Assn., in conjunction with Assn. of National Advertisers and the American Assn. of Advertising Agencies, second annual seminar on newspaper advertising, Savoy-Hilton Hotel, New York.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 28. Sales Promotion Executives Assn., midwest sales promotion seminar, La Salle Hotel, Chicago.

Oct. 29-30. National Federation of Advertising Agencies, western states meeting, San Francisco.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.

Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

tisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

*Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Faber Adds Two Accounts

Havir Mfg. Co., St. Paul, maker of punch presses, and Hytrol Conveyor Co., Milwaukee, have named Faber Advertising, Minneapolis, as their agency.

WTRF-TV STORY BOARD

T. R. Effic!

"Four years of college," sighed the coed, "and whom has it got me?"

wtrf-tv Wheeling

Sightseer: "How can I get to Carnegie Hall?"
Beatnik: "Practice, man, practice!"

Wheeling wtrf-tv

"I hear Sam Tweedle turned down his divinity degree."

"Yeah, had a good reason though, didn't want to be called Tweedle, D. D."

wtrf-tv Wheeling

Wife (to her husband at a dance): "Waltz a little faster, dear, this is a rhumba."

Wheeling wtrf-tv

SOLD ON SEVEN may mean nothing to you but if you lived in the Wheeling-Steubenville Industrial Ohio, you would get the message. WTRF-TV-7 sells for 7,500 retailers in this area . . . sells products and services to the big-and-buying Wheeling audience. George P. Hollingbery has all the data about WTRF-TV . . . ask George about the WTRF-TV merchandising service, too.

wtrf-tv Wheeling

First Blond: "Oh, I just love men who make things, don't you?"
Second Blond: "Yes, like that nice Mr. Jefferson. He made $50,000 last year."

Wheeling wtrf-tv

Need Smith quotation: "Remember, there are no bachelor rabbits."

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Four Join Allied Advertising

Thomas A. Shem, formerly manager of advertising and promotion of the textile division of Dow Chemical Co., has joined Allied Advertising Agency, Cleveland, as director of marketing, a new post. At the same time Natalie Scofield, formerly with Lang, Fisher & Stashower, Cleveland, has joined the agency as radio and tv production coordinator. Also, Josephine Madda, formerly with WTVS, Detroit educational tv station, and Ann Elder, recent DePauw University graduate, have joined Allied as copywriters.

Johnson Elected Club Head

Gordon Johnson, retail advertising manager of Madison Newspapers, has been elected president of the Wisconsin Newspaper Advertising Executives Assn. Also elected were Ralph Mischnick, *Rhinelander News*, vp, and Maxine Kahler, *LaCrosse Tribune*, secretary-treasurer.

WMBD-TV Names Wodlinger

Mark L. Wodlinger has been named manager of WMBD-TV, Peoria, Ill. Mr. Wodlinger will continue to represent the station in the national sales field.

PROMOTIONS THAT CREATE ACTION

PROMOTIONS THAT CREATE

AT THE POINT OF SALE

Specializing in food and grocery product promotions that create action at the point of sale.

HENRY SENNE
Advertising, Inc.

75 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS • RANDOLPH 6-6932

A FEW . . . Open Pit Barbecue Sauce – Elam's Stone Ground Flours & Cereals – Kiss-O-Flavor Blueberry Syrup – Aladdin Cleaner – Hutchinson's Wax – Lido Frozen Candied Yams – Sprayway Glass Cleaner & Room Deodorizers – Fasano Miniature Cakes – Hearts O' Corn – Flavor-Bud Products – Sealtest Foods and others.

ACTION AT THE POINT OF SALE

how to
get caught in a flood (of sales)

You don't have to tear down a levee, blow up a dam or dive into a deluge. Just uncork the full power of Mass Mail.

Mass Mail is a versatile medium for advertising, sales and research. It combines the advantages of direct personal communication with the blanket coverage of the mass media.

Lemarge is one of the pioneers of the Mass Mail technique. Over the years, we have used it successfully to test new markets and products, to procure sales leads, for direct selling, for couponing and sampling.

One Lemarge client recently had to increase its sales force by 20% after being swamped by sales leads we helped create.

If you are advertising or selling in consumer markets, chances are Mass Mail—and Lemarge—can serve you profitably, too.

LEMARGE mass mail specialists

Lemarge Mailing Service Company, 417 South Jefferson Street, Chicago 7, Illinois

Wine Board Votes Additional PR, Advertising Funds

SAN FRANCISCO, Sept. 28—An additional $95,000 for media advertising and $55,000 for sales promotion material has been voted by the Wine Advisory Board.

The additional funds will go into trade journals, hotel and restaurant publications, newspapers in cities where California wine festivals are held, and for pages in *Sunset Magazine*.

The board last July authorized an ad budget of $175,000 for magazines and $25,000 for medical publications.

A special public relations program for the California wine industry was also approved by the board, which selected three pr agencies.

Barkas & Shalit, New York, will handle a $300,000 promotion of all California wines, with emphasis on dessert wines. Bell & Stanton, New York, and Ty Jurras, Los Angeles, will work on a $120,000 pr campaign on higher-price California wines.

Roy S. Durstine Inc. is the board's advertising agency. #

Reeves Buys KBAK-TV

Reeves Broadcasting & Development Corp., New York, has purchased uhf station KBAK-TV, Bakersfield, Cal., from Bakersfield Broadcasting Co., for $1,100,000, subject to the usual FCC approval. The price includes the cost of moving the broadcasting tower to a higher site for greater coverage, a step now being made. All Bakersfield stations are changing to uhf channels following an FCC ruling. Reeves Broadcasting also owns WUSN-TV, Charleston, S. C., and operates sound, film and tape recording studios in New York.

Brown Elected Club President

Willis Brown, assistant advertising director of the *Minneapolis Star* and *Tribune*, has been elected president of the Midwest Newspaper Advertising Executives Assn. Other new officers elected were George Gearhart, general manager of the *Northwest Arkansas Times*, Fayetteville, vp; and Theodore Sandberg, advertising manager, *Wichita Eagle*, secretary-treasurer.

Ocean Spray Uses 'McCall's'

In a story on the Ocean Spray cranberries campaign set for this fall, which appeared in AA's Sept. 5 issue, *McCall's* was inadvertently omitted from a list of seven magazines scheduled to carry color ads.

Grant Names White, Leary

Grant Advertising, New York, has named two new account supervisors—John F. White Jr., formerly administrative manager of McCann-Erickson, New York, and Ed. A. Leary, formerly creative and merchandising director of Perrin-Paus Co., Chicago. Mr. White is assigned to the Monarch Wine account, and Mr. Leary to Landers, Frary & Clark.

Edwards Names Stevens

Edwards Co., Norwalk, Conn., producer of electrical and electronic control equipment, has named Randall S. Stevens, formerly senior copywriter with General Electric Co., New York, as advertising manager. Mr. Stevens succeeds John L. Palshaw.

Levey to Donahue & Coe

Gerald Levey, formerly with Cortez-Enloe, has joined the drug products division of Donahue & Coe, New York, as account executive.

Along the Media Path

- Rockford Standard Furniture Co. ran a 16-page tabloid color section in the Sept. 16 issue of the **Morning Star** and **Register-Republic**, Rockford, Ill., to announce its 73rd anniversary sale.

- A caravan of funeral cars, trucks and private cars drove to the public dock in Erie, Pa., recently to "memorialize" the death of rock 'n roll music on **WLEU**, Erie, one year ago. Last year a similar funeral procession ended at the docks, where 7,000 rock 'n roll records were tossed into the water. This year, the station sent skin divers to the bottom of the Erie bay to search for remains of the records. A large funeral wreath was anchored to the spot where the records were found.

- The **American Journal of Nursing** will mark its 60th anniversary with a special issue in October, featuring a 32-page supplement, "Nursing Education—Today."

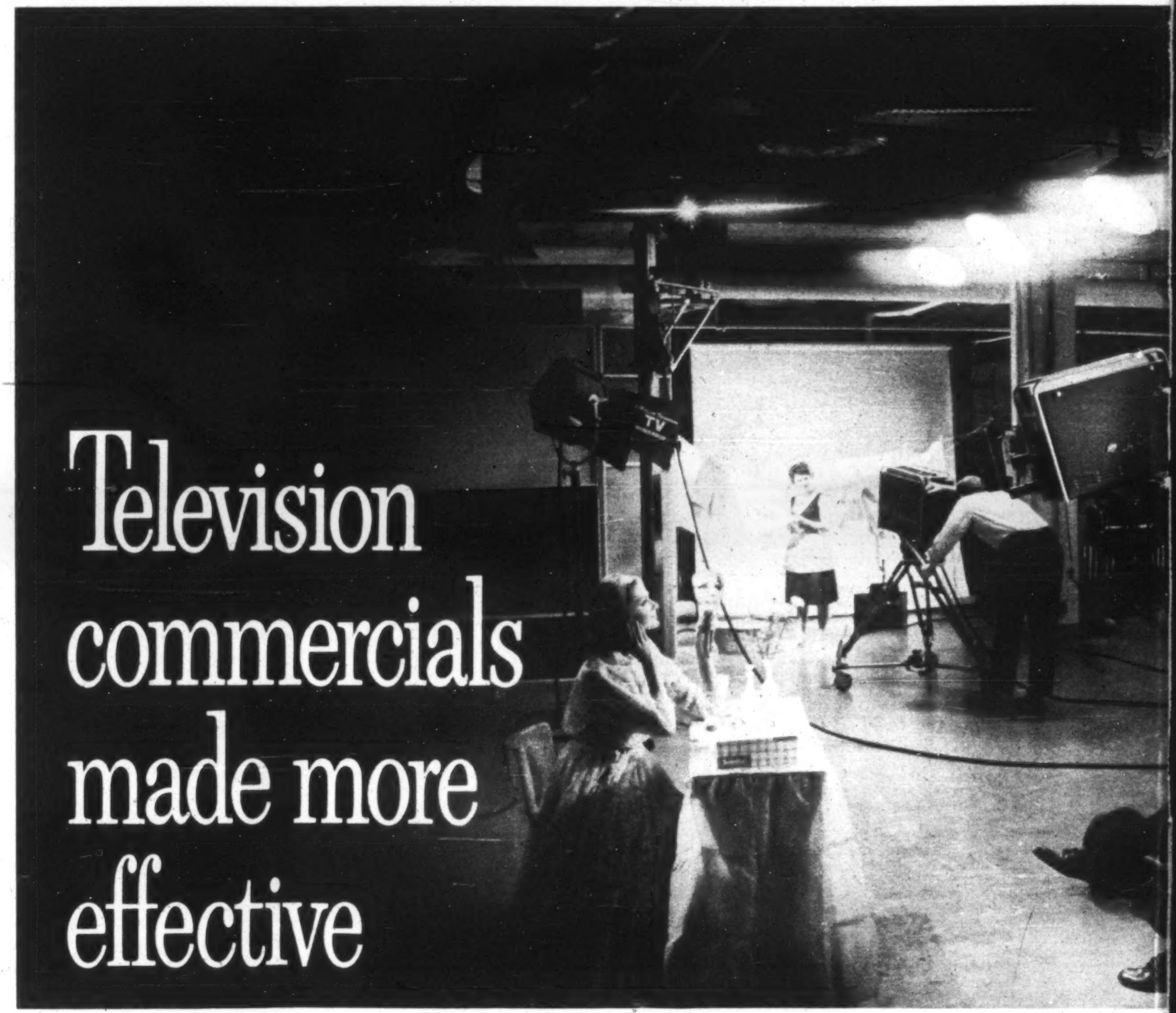
- "The Sound of the '60s," a 19-minute color and sound film strip designed to point out the uniqueness and importance of the market of men reached by mechanical magazines, has been produced by **Mechanix Illustrated.** The film covers both editorial content and readership. Additional information on the film may be obtained from *Mechanix Illustrated*, 67 W. 44th St., New York 36.

- Love and Kisses, Barnum and Bailey, Nixon and Kennedy, and Morning, Noonan, Knight are only a few of the people living in the metropolitan New York area who will be seen on "station breaks" of WNTA-TV, Newark, N. J., during the coming weeks. The station says that this will mark the first time "station breaks" will spotlight real people.

- Beaumont Broadcasting Corp. has begun construction on a new television center for **KFDM-TV**, Beaumont-Port Arthur, Tex. Completion is scheduled for Jan. 1, 1961.

- The **Miami News** published a complete and comprehensive, special 12-page section, "13 Days with Donna," Sept. 16, as a public service to its readers. The section covered the most destructive storm in the state's history.

- The October issue of **Sunset**, Menlo Park, Cal., inaugurated a new section, "Fine Foods Cupboard," for small space advertisements on gourmet foods. The new section, which will appear regularly in the food editorial area of the magazine, is designed to bring together in one "shopping place"


Television commercials made more effective

New creative ideas in TV often had to be abandoned in the past because they appeared impractical or costly to test. Our 6-year-old TV Workshop has changed that for Thompson creative people. The Workshop, with

by J. Walter Thompson's expanded TV Workshop

J. Walter Thompson Company's unique Television Workshop bursts through its walls. It is now tied not only to our offices but to all major network studios, a video-tape center and leading independent commercial film producers.

Result of the Workshop's new versatility is closer supervision by our creative groups over every step in the presentation of our clients' products on the air. Time and money are saved in making more effective television commercials for our clients. Here are examples of the TV Workshop's new versatility—

- We can see—right in our own offices—rehearsals, auditions or video tapes while they are being made at independent commercial studios.

- Experimental work at the Workshop can be put on video tape for immediate or delayed playback. These playbacks can be piped to our offices or sent to the networks, or studios for their guidance.

- Experiments in the Workshop can be shown *while*

DIAMOND TOOTH-PICK

for the man who has almost everything

The gift they'll remember—and talk about. Solid-gold toothpick is 2½" long. The genuine diamond is a full-cut, brilliant gem. The carrying case is black morocco leather. Retails at $15 each. Special 6 for $75; 12 for $130. Satisfaction and quality guaranteed.

EMPIRE 140 Marbledale Rd., Dept. TA
Tuckahoe, New York

advertisements for imported and domestic food specialties that have limited ad budgets for small volume, high quality products.

- "This Is the Street" is the title of a new giant mailer being sent to agencies and advertisers by **American Home** to point out that advertising in its pages "makes your product the talk of every street in America." Using photos of Walnut Bend in Houston, where some 21 model homes are on view, the magazine followed the headline with, "where *American Home* helped create the year's biggest home furnishings promotion." The three-fold mailer illustrates and lists the cooperating merchants and their products.

- "Men's Wear Previews," a 20-page rotogravure supplement previewing what the well-dressed male will wear during the 1960-'61 fall and winter season, was published by the **Chicago Tribune** Sept. 25.

- As part of the promotion to introduce its feature program, "Tales of the Vikings," **WROC-TV,** Rochester, N. Y., conducted a "Viking coloring contest." To each of the hundreds of entrants who sent in a drawing of a Viking or a Viking ship, the station mailed a copy of the coloring book. The judges selected a boy and a girl as first-prize winners and awarded them English bicycles.

- "Tight Little Island," 19-minute sound film on the subject of king-size bus poster exposures in Manhattan, has been produced by **Fifth Avenue Bus Advertising.** Additional information may be obtained from Allan B. Chalfant, Fifth Avenue Bus Advertising, 116 W. 32nd St., New York 1.

- **Playboy** has published its 1961 Playmate calendar, the fourth issued by the magazine. The calendar will be available at newsstands on Oct. 18 for 50¢.

- A can of smoked octopus sent to advertisers and agencies helped **Welding Engineer** relay the message that it reaches "far and wide into many places at one time to help advertisers find new business and also help advertisers keep their name before the most important people who buy welding equipment."

- The ninth annual 16-hour telethon, presented by **KDKA-TV,** Pittsburgh, raised more than $100,000 for Variety Club charities. Proceeds from the telethon will be used to provide dental care and brace facilities for the youngsters.

- In October, **Seventeen** will launch YOU (Youth Organization for UNICEF), a new teen age international good will program, designed to help raise funds for United Nation's children's fund, and simultaneously stimulate interest and awareness of UNICEF's work among young people throughout the U. S. *Seventeen* will introduce YOU in a special feature, "Your Pennies Can Save A Life," in its October issue.

- **Marine Digest** has issued its 1961 "Pacific Northwest Maritime Directory," which lists companies and key personnel in the shipping industry in 17 ports between Vancouver, B. C., and Coos Bay, Ore. Priced at $2, the directory may be obtained from *Marine Digest,* 79 Columbia St., Seattle 4.

- The European edition of the **New York Herald Tribune** now accepts advertising on the back page in blocks up to half-page size, at a premium of 20¢ a line. The back page, previously devoted to comics, has not been available for advertising.

- **WLW,** Cincinnati, has published a mail map, showing primary counties, secondary counties and tertiary counties. Additional information may be obtained from WLW, Cincinnati.

- **True** will celebrate its 25th anniversary with a special silver anniversary issue in February. The special issue, which will include a multi-page boating section, will feature a silver metallic cover and newsstand copies will be packaged in special silver cases.

TIME CAPSULE—*Frank Davis, WLEU, Erie, Pa., "Good Morning Man," places a copy of the Aug. 15 issue of Advertising Age in a 25-year time capsule, conceived by the station to mark its 25th anniversary. The capsule will be opened Sept. 15, 1985.*

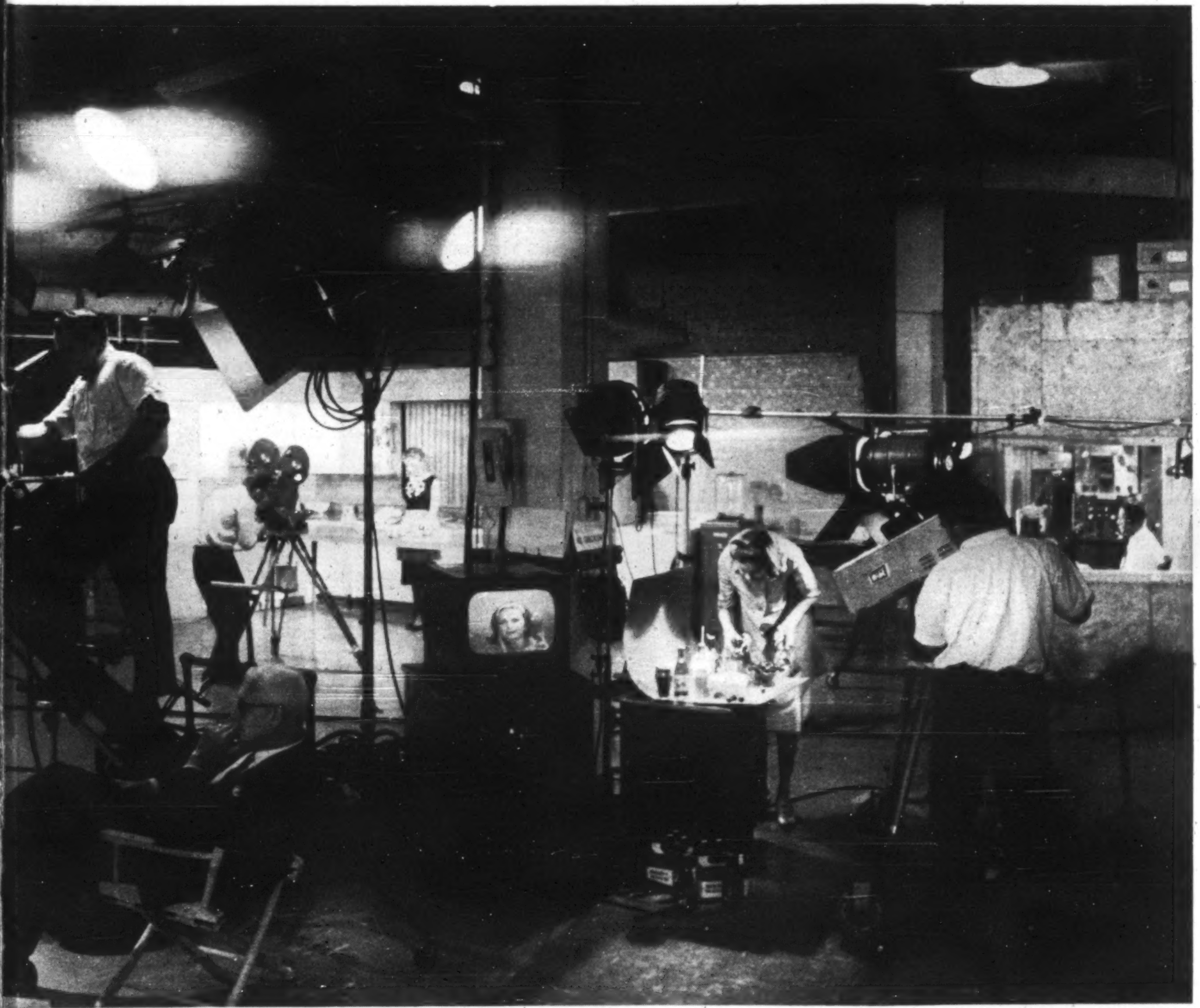
- The October issue of **Electrical Manufacturing** will carry two front covers to emphasize the fact that it is changing its name to *Electro-Technology.*

- "Furs Are For Everyone," a 28-page gravure tabloid section, was published by the **New York Herald Tribune,** Sept. 25.

- The **Jewish Exponent,** Philadelphia Anglo-Jewish weekly, published the largest edition in its 73-year history Sept. 16. The edition carried 104 pages and 76,000 lines of advertising. #

'New Health' Accepts Ads

New Health Horizons, a magazine started last summer and devoted to medical articles for the layman, will accept advertising, starting with the March, 1961, issue. The b&w page rate is $300, based on a guaranteed newsstand sale of 60,000. It is published by Volitant Publishing Corp.



both color and black-and-white equipment comparable to that used by TV broadcast studios, can produce experimental commercials under professional conditions. Piped by private coaxial cable to sets in our offices, results are reviewed under actual TV viewing conditions. A new coaxial cable now adds new dimensions to the Workshop's use by joining the Workshop and our offices to major network studios, a video-tape center and leading producers of TV commercials.

they are being made directly to film studios or TV network studios as well as to our own offices.

- Rehearsals of live commercials and television shows can be piped from the network studios into the Workshop and our offices, for review by the group concerned.

If you would like to see the Workshop at work, we shall be happy to arrange it next time you visit New York.

J. WALTER THOMPSON COMPANY
New York Chicago Detroit San Francisco
Los Angeles Hollywood Washington, D.C. Miami

in Westchester
the new view is important

WESTCHESTER'S MORNING NEWSPAPER
DAILY TRADER
55 Church St., White Plains, N. Y.

REPRESENTED NATIONALLY BY
RALPH R. MULLIGAN
NEW YORK-CHICAGO-DETROIT-LOS ANGELES

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

FACTS, FACTS, FACTS, and more facts, are what you'll find in Burgoyne's seventh annual *Survey of Super Market Shoppers*—just about ready for distribution and, surely, the biggest and best we have ever published.

EXTRA!
EXTRA!
GET YOUR SUPERMARKET SURVEY!

Once again, this Survey was prepared under the direction of Ben L. Schapker, our merchandising director, and a man whose retail grocery operation experience spans more than 30 years. Using seven established test markets, 2700 shoppers were asked questions concerning their attitude toward non-food items, trading stamps, advertised specials, special store departments, and so on. These are just a few of the topics covered. We mention them merely to give you an idea of the value of this study.

* * *

This Super Market Survey, of course, is made primarily as a special service to top management among chain and independent super market operators. On the other hand, it has obvious usefulness to manufacturers and their agencies, or we wouldn't get so darn many requests year after year from advertiser and agency people.

* * *

If you, too, would like to arm yourself with the arsenal of facts contained in Burgoyne's new Survey of Super Market Shoppers—clip a crisp dollar bill onto your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your Survey post-paid.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg PHILADELPHIA OFFICE 1405 Locust St.

OTHER HALF—*James Stobie, partner and account executive (left), and Maurice Seligsohn, art director, Frank Block Associates, discuss a series of French ads for Kronenbourg beer.*

St. Louis Views Advertising from 'Round World in Frank Block Associates Exhibit

ST. LOUIS, Sept. 27—In the more than 300 foreign ads displayed in the Frank Block Associates "Advertising Around the World," exhibit, a sex-dominated sportswear ad from a Paris men's fashion magazine, drew the most attention. A series of 12 Kronenbourg beer ads, each a satire on a different country, ran a close second.

Ever since the two-day showing last month, when clients, suppliers and business men from the St. Louis area, viewed the exhibit, the agency has been receiving calls as to possible future showings.

The search for representative advertising material from around the world began in January. More than 100 foreign publications were contacted by the Block agency and asked to send recent issues of their magazines. Response was excellent—a better than 50% return.

In addition, 13 advertising agencies also replied by sending what they considered a representative sample of some of their best creative work.

Hakuhodo Advertising Agency, in Tokyo, even went so far as to include English translations with 18 color slides of its ads.

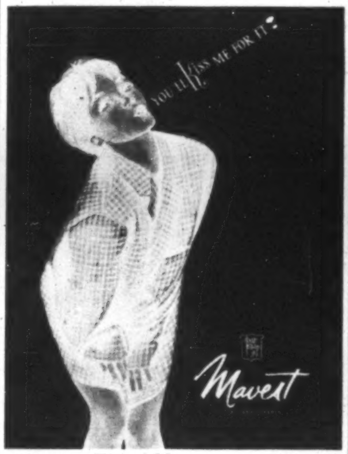
■ The reason for the exhibit, according to Mr. Block, was "to see how U. S. creative advertising efforts compare to those of other countries; to learn by seeing some new approaches to the conveying of selling messages; and to contribute to the St. Louis advertising community by making an organized exhibit of worldwide creative efforts available."

All the ads were divided according to product classification, and the name of the country in which it was created, and its use, indicated on each ad.

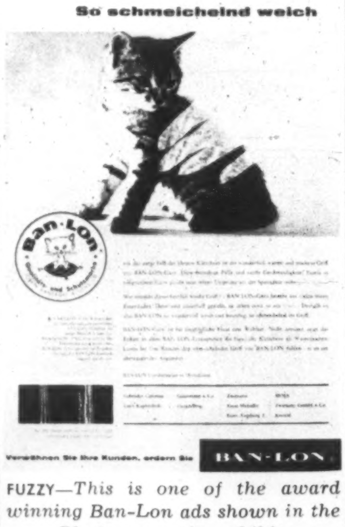
Among the 300 displayed was a series of Ban-Lon ads which received 1959 top honors for textile advertising in Germany; the Dunlop historic trek series, researched by the Lindsay Smithers pr department; Chinese language ads submitted by Cathay Ltd.; and several in which photography was done by Antony Armstrong-Jones.

"All the lettering in the Cathay ads is hand work—however long the copy—because there is still a strong prejudice against using type set characters in Chinese ads. Chinese education places emphasis on good calligraphy, and it follows that no reputable product can be advertised unless handwritten characters are used.

Advertising agencies participating in the Block show: Advertising & Publicity Bureau, Hong Kong; Bauer Ltd., Tel Aviv; Cathay Ltd., Hong Kong; Al Chark, Cairo; R. L. Dupuy, Paris; Carl Gabler Werbegesellschaft, Munich; Hakuhodo Advertising Agency, Tokyo; Kenya Advertising Corp., Nairobi; Plan International, London, England; Lindsay Smithers Ltd., Johannesburg. #



SMACKO—*This Mavest sportswear ad appeared in Adam, French men's fashion book.*



FUZZY—*This is one of the award winning Ban-Lon ads shown in the Block agency's exhibit.*

Keller-Crescent Issues Brochure

Keller-Crescent Co., Evansville, Ind., has published a 16-page brochure which gives detailed information on the agency's history, philosophy, facilities and personnel. Brief biographies of the key executives, copywriters, artists and account men are contained in the brochure.

Juvenile Decency

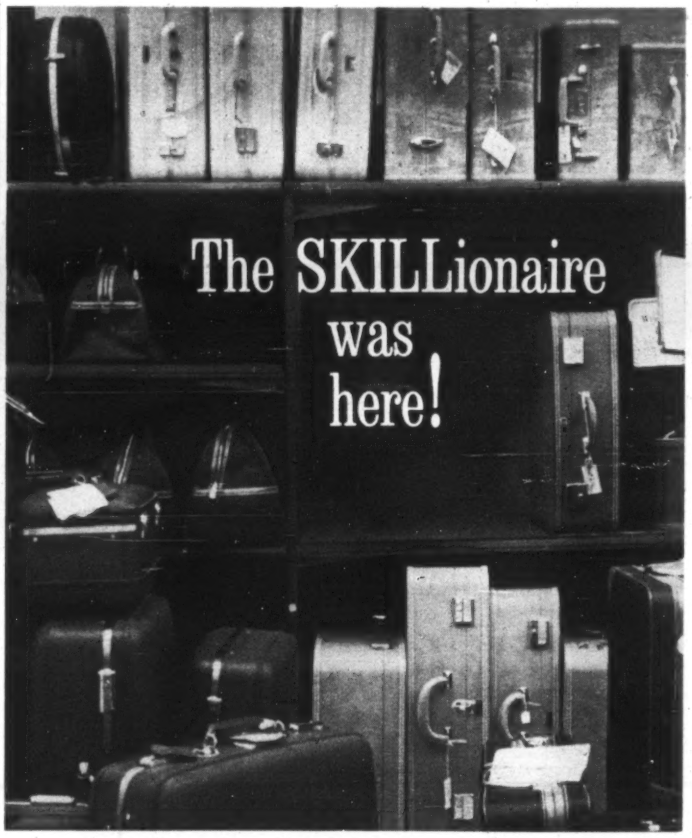
The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families—the cream of the mass market.

Make
The Mirror
a MUST!



ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Offic·
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA

NEW
for 1961!
MERCURY METEOR 600 and 800 series
priced right in the heart of the low-price field
1961 MERCURY

1961 MODEL—*Mercury's 1961 line will be introduced with color spreads in Life and The Saturday Evening Post during the week of Oct. 3, when it will appear in dealer showrooms. Newspapers and spot radio will be used and it will share time with the Comet on the Alfred Hitchcock tv show. Kenyon & Eckhardt is the agency.*

Lanolin Plus Shifts to LaRoche, Daniel & Charles

(Continued from Page 1)

tol vitamin product and Color Plus, a new nail strengthening enamel placed in test 10 days ago in Los Angeles, San Francisco and Sacramento.

An expanded advertising program is planned including participations on "Person to Person" and "Exclusive" (CBS-TV), plus the company's regular spot tv and magazine program.

■ The difference in billings, as reported by the old agency and by the client, is largely explained by cooperative advertising and a barter tv operation which Lanolin Plus has been placing through Dunnan & Jeffrey, a tv time buying agency long associated with Morton Edell interests. Mr. Edell is president of Lanolin Plus.

The Dunnan & Jeffrey agency said that in the past all advertising had been placed through D&J. While it would continue as a Lanolin Plus agency, it said, it was not sure of its exact status.

Erwin Wasey revealed that up until six months ago Dunnan & Jeffrey had placed all advertising and EWRR handled the client entirely on a fee basis. Since then, EWRR has placed several cash buys in a number of major markets, the agency revealed.

Joseph Chira, director of advertising, said today that relations with Dunnan & Jeffrey would continue and that it would be "merely another advertising agency coming to us with ideas." He foresaw the possibility of the time buying agency approaching either of the other two new shops with good program buys.

■ Mr. Chira, who joined Lanolin Plus recently, told ADVERTISING AGE that the transfer of the account was predicated on the company's desire for "deep marketing counsel and analysis," and a reappraisal of its advertising program, based on the fact that Lanolin Plus sales have practically doubled to the $14,000,000 mark in the past two years.

He said five agencies, including EWRR, were invited to solicit the account. He said the client was impressed by the LaRoche Revlon background experience and by drug and cosmetic experts at the Daniel & Charles operation.

But earlier, David W. Black, exec vp, was quoted by the advertising columnist of the *New York Journal-American* as saying the switch was made because of the appeal of medium-size agencies, where "we'd be more important to them." Mr. Black, too, spoke of the new agencies' experience.

■ David B. Williams, president of EWRR, acknowledged that he had solicited the account, but also insisted that EWRR had resigned it. In the initial announcement of the account's exit, Mr. Williams reported that "basic disagreements on advertising and marketing policies have largely motivated this decision."

It was believed that Lanolin Plus' decision to switch to a straight commission basis also may have influenced EWRR. #

Putman Resigns From NBP; Drops Annual Ad Awards

(Continued from Page 1)

long been a member and staunch supporter of the organization for business publications. Mr. Putman served as president of NBP from 1950 through 1952. Three of Putman's six publications—*Chemical Processing, Food Business* and *Food Processing*—were NBP members.

The Putman awards, which have been totaling more than $5,000 each year, have been sponsored by the Poor Richard Club of Philadelphia since 1956 (AA, Feb. 13, '56). Prior to that time, they were administered by AIA's predecessor, National Industrial Advertisers Assn., which decided to withdraw from all participation in awards not sponsored by the association itself.

■ Robert Harper, NBP president, confirmed that the resignation had been received. He said "it is regrettable to receive the resignation of Russell Putman, who has been one of the chief architects of NBP, and has long been one of its chief supporters.

"We can only hope that he will see fit to reactivate his interest in NBP in the near future." #

Instant Yuban Expands

General Foods Corp., White Plains, New York, is introducing Instant Yuban coffee in the Midwest and southern regions. The premium coffee has been marketed for 15 months in California, central Ohio and four northern New York areas. Local advertising support will be in newspapers, Sunday supplements, television and magazines. Benton & Bowles, New York, is the agency.

Blair Moves in St. Louis

The St. Louis office of the Blair companies, radio-tv station representative, has moved to larger quarters in the same building at 818 Olive St.

Last Minute News Flashes

Sears, C&W End Agreement for National Account

CHICAGO, Sept. 30—Sears, Roebuck & Co. and Cunningham & Walsh have "agreed to terminate their relationship." Reason: Sears' national ad billings, which hit a peak of about $2,250,000 in 1957, have diminished to a point recently where it is no longer profitable for the agency. C&W got the account in December, 1956, when it merged with the Mayers Co. (AA, Dec. 10, '56), the agency Sears selected when it began national advertising in August, 1956. Sears' retail (local) ad expenditures hit $69,500,000 in 1959.

Chicago Bridge & Iron Moves to Ladd, Southward

CHICAGO, Sept. 30—Chicago Bridge & Iron Co., manufacturer of steel tanks, processed equipment and steel plate structures, has switched its entire advertising account to Ladd, Southward & Bentley, effective Jan. 1. The account, billing about $200,000, had been with Russell T. Gray Inc. for the past 30 years.

Zimmer, Keller Chooses Calvert; Other Late News

• **Zimmer, Keller & Calvert,** Detroit, has elected Harry W. Calvert president, succeeding Ralph E. Keller, named chairman of the board. A. H. Ritter, formerly a vp, was elected exec vp, succeeding Mr. Calvert, who also becomes chief executive officer of the agency.

• **Liana Inc.,** Harlingen, Tex., food processor and newly acquired subsidiary of United Fruit Co., has appointed Batten, Barton, Durstine & Osborn, Boston, to handle its advertising. Liana sells fresh, frozen and dehydrated shrimp to the institutional trade. BBDO is also the agency for United Fruit.

• **Richard H. Darby** has resigned as senior vp of Smith, Hagel & Knudsen to set up his own agency, Market Development Services, with offices at 420 Lexington Ave. It will specialize in advertising, marketing, sales promotion and public relations for industrial accounts. His charter accounts will include several from Smith, Hagel and from outside the agency.

• **Robert E. Smith,** executive director of Acrilan for Chemstrand Corp., New York, has been promoted to the newly created post of general manager of marketing for the corporation.

• **Publicidad Badillo,** Puerto Rico's largest agency, will shortly close the New York office it established five years ago to service the Spanish market in the U.S. Ray Fornier, manager of the office, is joining Force Inc., Paterson, N. J., agency.

• **American Home Products,** New York, has announced the new agency lineup for the $4,000,000 worth of Boyle-Midway billings leaving J. Walter Thompson Co. The lineup generally confirms previous reports (AA, Aug. 22), with Ted Bates & Co. getting the lion's share, Aerowax, Black Flag insecticides and Sani-Flush. Tatham-Laird gets Aero-Shave, to add to Griffin shoe polish, Easy Off oven cleaner and Easy window spray, already in the agency. Cunningham & Walsh has added Wizard deodorizer to the Easy On Spray starch now in the shop. Antrol and other Boyle-Midway division garden products were awarded to Maxwell Sackheim-Franklin Bruck, an agency which had not figured in the earlier reports. The new appointments are effective Nov. 1.

• **Lloyd B. Sheetz,** director of sales of Curtiss Candy Co., Chicago, has been promoted to vp and director of marketing—a new position. E. F. Anderson, sales manager, has succeeded Mr. Sheetz.

• **Kraft Foods,** Chicago, backed the introduction of two new marshmallow products—Kraft flavored and colored miniature and regular size marshmallows—with two four-color pages last week in the *Chicago Tribune* and *Chicago Daily News*, first advertising on the product.

• **Charles R. Hook Jr.,** president of Kudner Agency, has been named to the additional post of chief executive officer, succeeding C. M. Rohrabaugh, who remains as chairman. Robert Betts, formerly vp and copy chief, has been named senior vp and member of the board and executive committee. Mr. Rohrabaugh relinquished the chief executive post "to lighten his activity."

• **Paul E. Yergens** has been appointed director of advertising of *House Beautiful,* in addition to his duties as business manager. He assumes duties formerly handled by Calvin C. Herge, who has moved over to be advertising director of *Good Housekeeping* (AA, Sept. 5). Mr. Yergens has been with the magazine since 1954.

• **Ogilvy, Benson & Mather,** which has been steadily announcing new staff members this month, has added four more. Mike Sloan, formerly with Botsford, Constantine & Gardner, San Francisco, has joined OBM's new San Francisco office as account representative. Al Loomis, formerly with McCann-Erickson, has joined OBM as traffic and production manager. Henry P. Bernhard, formerly with *Life,* and Walter Stone, formerly with Compton Advertising, have joined Ogilvy as account executives.

• **Paul L. Smith** has resigned as a partner, vice-chairman and supervisor of creative activities of Fletcher Richards, Calkins & Holden to become exec vp in charge of all creative services of Grant Advertising, New York, effective Oct. 17.

• **The Federal Communications Commission** has decided to skip preliminary steps and consider whether or not to authorize the three-year trial operation of pay tv in Hartford. In almost unprecedented action, FCC has scheduled hearings for Oct. 24 through 28 to consider the application of Hartford Phonevision Co., a subsidiary of RKO General. FCC stressed that the hearings will deal only with the Hartford test.

• **Ciba Pharmaceutical Products,** Summit, N. J., confirmed today that it is seriously considering the discontinuation of "Medical News," its bi-weekly newspaper for physicians.

• **American Motors** on Monday (Oct. 3) will launch ads to announce its own new car warranties similar to Ford's one year or 12,000 miles (*see story in adjoining column*). In addition, American will offer a guarantee of tailpipes and mufflers for the life of all its 1961 cars.

• **Jon Sobotka,** director of advertising and sales promotion of General Wine & Spirits Co. (Myers rums, Wolfschmidt vodka), a division of Distillers Corp.-Seagrams Ltd., will leave the company at the end of the year to live on the West Coast. He emphasized that his decision was "totally unconnected" with the recent resignation of Harry P. Herrfeldt, exec vp in charge of sales. No successor has been named.

Cubana Countersues; Harris Awaits Check; Plane Still Grounded

MIAMI, Sept. 30—Erwin Harris said today he was still waiting for his money from Fidel Castro.

The Miami agency man—president of Harris & Co.—has sued the Cuban government for $285,000 spent for advertising the tourist beauties of Cuba.

Cuban government officials, including Premier Castro, announced two weeks ago that a check was on the way to the Miami agency.

Mr. Harris said today it still hasn't arrived.

■ Meanwhile, Mr. Harris has become entangled in a New York legal mesh.

On Sept. 15, he obtained a writ of attachment in New York supreme court which resulted in seizure of a Cubana Airlines jetprop Britannia.

Cubana promptly went into federal court in New York and got Judge Edward J. Dimock to vacate the writ on the ground that the Harris agency never had any dealings with Cubana. Bernard P. Lampert, Cubana attorney, pointed out this week that Cubana's agency for the past five years has been Harry W. Graff International Corp., New York.

On behalf of Cubana, Mr. Lampert has filed a counterclaim against the Harris agency, asking for damages of $3,000,000.

Meanwhile, Cubana's aircraft is still tied up in New York as a result of another suit, filed by a Cubana stockholder, Ovidio Manalich. #

Ford Guarantee Ads May Spur FTC Inquiry

(Continued from Page 1)

automobile manufacturers in the same boat. William Dixon, legal adviser on guides to the director of the bureau of consultation, said "no conclusions have been drawn because FTC is in the middle of its inquiry."

He pointed out that all terms and conditions of the guarantee, such as costs of labor, parts, and time period, must be stated in the ad.

The phrase, "Ask your dealer," won't get the auto manufacturer off the hook, Mr. Dixon stressed. "The purchaser is entitled to know about the guarantee before he goes into the showroom," he said.

The fact that Ford added 9,000 miles and nine more months to its warranty "doesn't really change it," Mr. Dixon said. Although the ads disclosed the time period, he expressed doubt that the rest of the warranty was unconditional.

■ "While there may be such a thing as an unconditional guarantee, I don't know about it," he said. FTC's guides regard the words "guarantee" and "warranty" as interchangeable.

"When Ford or any other automobile company changes its guarantee, all we're concerned about is that its conditions are disclosed in the ad. We don't care what they put in the guarantee—that's their business."

The guarantee guides, issued by FTC April 26, are being promoted by the bureau of consultation in a massive educational program covering dozens of advertiser categories. The guides specify that ads must disclose the nature and extent of the guarantee, the manner in which the guarantor will perform and the identity of the guarantor. #

Mohawk Returns to TV via 1-Shot Special Nov. 24

Only Collateral Ad Effort Will Back Carpet Marketer's Big Show

NEW YORK, Sept. 29—After an absence of eight years from tv, Mohawk Carpet Mills will return to the medium Thanksgiving Day with an hour musical special on NBC at 5:30 p.m., EST. The special, plus a supporting merchandising program, will cost $500,000.

The Mohasco Industries division was one of the early sponsors on network tv, when it had such stars as Roberta Quinlan and Morton Downey beating the drums for Mohawk in the late '40s. The company left tv in 1952 because of rising costs.

Having used most other media in the interim, Mohawk has decided to return to tv, concentrating its entire advertising budget on the one show. Company executives feel that the tv one-timer, "No Place Like Home," can best serve them as an all-around merchandising springboard. They also believe that carpets can best be shown on tv.

Color viewers will be able to see many new shades of carpeting, and even b&w tv can dramatically illustrate the variety of textures, Mohawk believes.

■ The Nov. 24 special will star Rosemary Clooney and her husband, Jose Ferrer, in a musical interpretation of man's struggle through the ages to make a better home for himself. Mohawk will get full mileage out of this natural setting by having the stars weave the commercials in with the entertainment.

Three two-minute ads will be used. One will deal with Mohawk's general carpet line, showing carpets best suited to each room. Another will be on Trendtex, said to be the largest selling carpet in the world. The third will cover commercial carpet installations, in an attempt to build consumer confidence in Mohawk.

A one-minute commercial will be devoted to a traffic-building contest to be sponsored by Mohawk and its dealers.

A heavy point of sale campaign is planned. This will include a 5' ballot box and header; window banners; pennants; placards; and shelf, floor and wall displays. Newspaper mats will also be available. Mohawk is suggesting that dealers buy local tv adjacencies to the Thanksgiving Day show.

Maxon Inc. is the agency.

SAVINGS & LOAN, P&G ALSO BUY SPECIALS

NEW YORK, Sept. 28—Procter & Gamble Co., Savings & Loan Foundation, Elgin National Watch Co., Electric Auto-Lite Co., American Luggage Works and Berkshire Knitting Mills this week all signed for full or partial sponsorship of NBC-TV specials.

Procter & Gamble (Benton & Bowles) has signed for sponsorship of a 90-minute "Project 20" presentation, an editorial version from "Victory at Sea" series, on Dec. 29, at 9:30 p.m., EST. The Savings & Loan Foundation (McCann-Erickson) will back another "Project 20" show, "The Real West," with Gary Cooper relating the story of the American West from 1849 to 1900. The hour documentary will be presented some time next March.

Signed for participations in the Dave Garroway hour special, to be presented Nov. 18, at 9 p.m., EST, were Elgin National Watch Co. (J. Walter Thompson Co.), Electric Auto-Lite Co. (Grant Advertising), American Luggage Works (John C. Dowd Inc.) and Berkshire Knitting Mills (Ogilvy, Benson & Mather).

■ Beech Nut-Life Savers (Young & Rubicam) has bought a half-hour NBC-TV series, "The NBC Saturday Prom," with Merv Griffin as emcee, to be presented at 5:30 p.m., EDT, starting Oct. 15. Beech Nut recently dropped a similar dance show with Dick Clark on ABC. Also starting Oct. 15 on NBC, "Bowling Stars," a 26-week series of half-hour shows at 4:30 p.m., EDT, will be sponsored by General Mills (Knox Reeves Advertising).

General Mills (Dancer-Fitzgerald-Sample) also is co-sponsoring "The Lone Ranger" Saturdays at 11:30 a.m., EDT. Other sponsor of the half-hour western is Beech Nut-Life Savers (Young & Rubicam). #

The Amazing Story Of Reddi-Maid Jellied Cherry Sauce!
Cherry Sauce

NORMAN'S NOTE—*This spread for Cherry Products Sales Corp. in the Oct. 3 issue of Life contains a "copywriter's note" written in a personal fashion by John B. Norman, president of Norman-Navan Inc., Grand Rapids, Mich., agency for Cherry Products. The company will break a large space campaign in newspapers in 71 markets next week, and plans ads later in Life and McCall's.*

Pfizer Seeks Agency for Five Ethical Brands

(Continued from Page 1)

liam Douglas McAdams Inc. Much of this business has since moved to Paul Klemtner & Co., Newark, and Pfizer said this week that Klemtner will continue to service these accounts, which include the company's most heavily promoted items.

Five products handled internally up to now will be assigned to a new agency. These are: Niamid, an antidepressant; Vistaril, a tranquilizer; Daricon, an anticholinergic; Visine, an eye preparation; and Linadoxine, a cholesterol-reducing drug.

■ Mr. Peters sent out a 31-point questionnaire to potential agencies. He already has seen five shops. He said he is seeing both consumer and ethical drug agencies.

Mr. Peters joined Pfizer in 1955 as advertising manager of the chemical sales division. He became a group advertising manager of Pfizer Labs last year. William F. Lally, formerly ad director of Pfizer Labs, has left the company.

The decision to scrap the house agency setup follows the appointment last year of J. Philip Smith as vp and general manager of Pfizer Labs. Mr. Smith was formerly general manager of the chemical sales division—where Mr. Peters came from—and he is the latest in a series of executives to head Pfizer's drug division in the past few years. #

Business Papers Need Editorial Gauge: Wilt

Panel Tells Business Editors Ads' Value Hinges on Editorial Worth

NEW YORK, Sept. 29—The greatest boon advertisers could have in the business paper field would be a standard means of evaluating editorial material, a panel of users told the Society of Business Magazine Editors here this week.

Harold A. Wilt, veteran business paper media buyer for J. Walter Thompson Co., asserted that too often salesmen are being designated to explain editorial competence and programs to advertisers. It would help enormously if buyers had far greater direct contact with editors, he said.

William Daub, in charge of industrial advertising for Sun Oil Co., said: "It is not our job to buy advertising pages. When I buy them they're only white space. What I'm really buying is editorial pages, and I'd like to see them a lot better than they are, because if they are better, I know I can count on more attention for the ad pages I have to fill.

"It is imperative that some means of evaluating editorial performance be developed—and I don't mean the kind of 'evaluation' we get now from your sales staffs; I won't go for that."

■ Elias Buchwald, exec vp of Burson, Marsteller Associates, told the group that it is not important whether a book is staff written or contributor written or whether the material comes from public relations people or other sources. "The criterion on all editorial material," he said, "should be the material itself, not who writes it."

George Sullivan, editor of *Iron Age* and president of the editors' group, told the meeting that editors have failed to do the job of dramatizing the work of business paper editors which they do every day for their readers.

The association, he said, must take the lead in improving the recognition of editors, in setting standards, in acquainting college students, particularly in journalism and engineering schools, with the opportunities in business journalism.

■ Featured speaker at the dinner was Herb Mayes, editor of *McCall's*, who started his editorial career on business papers. "I never learned more or had more to contribute than when I was in the business paper field," Mr. Mayes told the editors, insisting that "I happen to believe there is no more important editorial area than in the business press."

A magazine is an editor's product, and his readers should know it, Mr. Mayes said, insisting with great seriousnes that it was "an inviolate rule" of his that the editor's name must precede every other name on the masthead. This is generally true with the consumer magazines, he said, but not with business papers.

■ Mr. Mayes asserted that the publisher or owner should have the right to decide what stays out of a publication, but only the editor has the right to decide what goes in; that the job of editor and publisher ought never to be combined in the same person; and that, based on the buying power they represent, business paper advertising rates are ridiculously low. #

'We Resigned Breast O'Chicken as Unprofitable Account': Robinson

(Continued from Page 3)

ment, which was not a part of normal agency service.

■ "In 1959 the billing fell substantially below this figure. However, the budget which we prepared for 1960, and which was approved by client's management, was again in excess of $1,000,000 and on that basis we agreed to continue this special research and marketing assistance.

'No Comment,' Says Diener

SAN DIEGO, Sept. 30—William L. Diener, vp in charge of advertising for Breast O' Chicken, made the following brief, three-part statement to an AA correspondent, in the wake of Mr. Robinson's remarks:

"1. My position is vp of marketing responsible for sales, advertising and product development.

"2. In view of the Grant release, I will say that D'Arcy has the account, effective Oct. 19.

"3. I would not like to comment on the Robinson statement."

"Breast O' Chicken sales during the first four months of the year were reported to us as having increased more than 40% over the similar period in 1959. Yet the advertising was abruptly terminated in the late spring, before 50% of the budget was spent, and no further advertising has been authorized for this year. The research and merchandising services we supplied involved a monthly out-of-pocket expense to us completely out of line with the revenue on the account.

"Over a period of several months we attempted to obtain a suitable adjustment but were unsuccessful. This matter, involving only Robinson, Fenwick & Haynes, is still in dispute, but I hope that it can be amicably settled.

■ "With this hopeless divergence in Breast O' Chicken's attitude toward advertising agency service and our philosophy, we believed that a continuance of our relations could be neither useful to Breast O' Chicken nor profitable for us and tendered our resignation accordingly."

Mr. Robinson refused to comment to AA on actual billing, and reports that, although announced budgets have been around $1,500,000, the commissionable billings have actually been between $300,000 and $400,000. The remainder of the budget is said to have gone for case allowances, promotion allowances, co-op allowances, and deals which add to price cuts in a field noted for such sales tactics. #

Black Sox Scandal, Delayed by Protests, to Go on TV Nov. 3

NEW YORK, Sept. 28—It looks as though the story of baseball's darkest hour will be told on television after all.

The man bringing the story of the "Black Sox scandal" to tv is David Susskind, executive producer of Talent Associates, who earlier had planned to use this material on the "Du Pont Show of the Month." That plan went awry, the producer has revealed, when Eddie Cicotte, one of the surviving members of the eight Chicago Black Sox players charged with throwing a World Series, declined to sign a release. Baseball czar Ford Frick also objected to the idea of presenting baseball's biggest scandal at about the time of the 1960 World Series.

Now the bribery scandal is scheduled for a Nov. 3 airing on another Talent Associates show, "The Witness" (CBS). The drama will be unfolded through an "investigation" of the late Shoeless Joe Jackson, one of the accused players.

The hour "Witness" dramas are sponsored on a participating basis by R. J. Reynolds, Helene Curtis, Schick and Esquire. #

Lever Brands in Test Go to JWT, Ogilvy, SSC&B

(Continued from Page 1)

Syracuse and Indianapolis, supported by four-color newspaper insertions and tv spots. Each flat puff measures 3½" square. When moistened, it releases enough suds for two complete latherings.

Summer County is in Grand Rapids and Nashville. It contains "twice as much Vitamin A and D as other leading margarines" and other nutritional elements. Television, newspapers and couponing are being used.

Summer County is the name of one of the Lever margarines in Britain—and this is a rare instance of a Lever brand moving westward across the Atlantic.

Vim is on sale in Fort Wayne and San Diego and is being advertised in newspapers and spot tv. Several years ago Lever tested a blue low-sudsing powder under the Vim name, subsequently withdrew it. The new tablet detergent is competitive with Procter & Gamble's Salvo, also in test markets.

■ Mrs. Butterworth's syrup is in Cleveland and Indianapolis, advertised on tv and in newspapers. It is a blend of cane and maple syrups with a butter content, packed in a bottle shaped like Mrs. Butterworth; it requires no refrigeration. All four products are expected to move into national distribution as the tests are completed. #

GE Division Names Gardner

General Electric has appointed Gardner Advertising Agency, St. Louis, to handle advertising and sales promotion of its tubes and other electronic components for its receiving tube department in Owensboro, Ky., effective Dec. 1. The account is presently being handled by Maxon Inc., New York.

One of a series of comments on Metropolitan Oakland
as a market by advertising agency executives.

The marketer of a product sold through food and drug outlets knows how important Metropolitan Oakland—Alameda County—can be in helping him achieve his sales objectives in prosperous Northern California. Alameda County leads all other Northern California counties in retail food and drug store sales. And that makes the county a very important market nationally, too—placing it among the top 25 counties in the United States in both food and drug store sales.

TAYLOR HUGH RHODES
Director of Media and Research
FOOTE, CONE & BELDING, San Francisco

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation
in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
in the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

P&G Leads Spot TV Users, Natch, Even with Revised Measuring Rules

(Continued from Page 3)

list of spot tv spenders, with a budget of $15,198,900. Far down the line were runners-up: General Foods at $5,476,300 and Lever Bros. at $4,779,200. Next and very close together at near the $3,000,000 mark were Lestoil and Colgate.

The first timers on this list of 100 leaders were American Motors dealers ($431,800); Chun King Sales ($412,100); Miller Brewing Co. ($386,700) and Union Carbide Corp. ($435,000).

■ With this changeover, the TvB released this summary to show precisely how the spot data is compiled:

"TvB-Rorabaugh expenditure estimates use two information sources: (1) spot activity reports submitted to Rorabaugh by cooperating television stations (334 of about 532 stations in the second quarter of 1960) and (2) the gross one-time rates for these stations as listed in the January, 1960, *Standard Rate & Data Service*. The activity reports are converted to dollars by multiplying the one-time rate by the time used. The expenditure totals derived are not adjusted in any way, and include the reporting stations only.

■ "Cooperating television stations report to Rorabaugh each national and regional spot advertiser (brand and parent company) active on their stations during the given quarter. For each of these advertisers, the station supplies the number of spots for the entire quarter; the time period (daytime, early evening, prime night, late night); and type of activity (announcement, identification, program). Reporting for programs differs somewhat in that information is furnished on duration (10 minutes, 15 minutes, 30 minutes, etc.) and extent of sponsorship as well (alternate week, onetime, half-sponsored, third-sponsored, etc.).

■ "Regional advertisers are defined as those with distribution in two or more markets and are determined by the cooperating station. Programs which elsewhere are network, but are placed on a spot basis on a given station, also are included.

(Included here are all network shows sold to advertisers by stations locally.)

"The gross (onetime) rate has been used to make the expenditure data more nearly comparable to published expenditure data for other media. The rates used for converting activities to dollars are those which represent the longest duration of time within each of the four basic time periods (daytime, early evening, prime night, late night).

■ "The information furnished by the stations is edited and checked carefully. Inconsistencies, incompleteness and other questions are referred for clarification to the stations, their representatives, the advertising agencies, etc."

"Further check is provided by a continuing checking and validating program conducted by Rorabaugh in cooperation with agencies leading in spot television use. This program consists of checking the data reported by stations to Rorabaugh on individual brands, with actual agency purchasing on all television stations, for these brands. Brands are selected at random and are rotated from time to time. These comparisons, thus, take into account both the accuracy and the completeness of information supplied by the reporting stations." #

'Chicago Tribune' Boosts Corboy to Sales Post

Edward D. Corboy

Edward D. Corboy has been named assistant to the director of sales of the *Chicago Tribune*, effective Oct. 1. Mr. Corboy has been assistant manager of the western division of the *Tribune's* general display advertising division since September, 1957.

Mr. Corboy has been a member of the *Tribune* ad staff since May, 1937.

KQBY Adds Three

Dwight Case, William Hoftyzer and Sam Posner have joined KQBY, San Francisco, as account executives. Mr. Case formerly was general sales manager of KRAK, Sacramento-Stockton; Mr. Hoftyzer previously worked for KFRC, San Francisco; and Mr. Posner formerly was general manager of KBAY-FM, San Francisco.

Top 100 Spot TV Advertisers

Second Quarter, 1960, 1959, Gross Time Comparisons

	1960	1959
1. Procter & Gamble	$ 15,198,900	$ 11,764,800
2. General Foods	5,476,300	3,831,700
3. Lever Bros.	4,779,200	3,276,400
4. Lestoil Products	2,885,400	4,581,700
5. Colgate-Palmolive	2,783,600	3,839,100
6. American Home Products	2,591,200	2,348,300
7. P. Lorillard	2,315,000	1,107,400
8. Bristol-Myers	2,209,900	1,162,800
9. William Wrigley Jr.	2,076,100	495,900
10. Standard Brands	1,743,000	943,900
11. Wesson Oil & Snowdrift Sales	1,564,700	657,100
12. American Tobacco	1,523,000	793,200
13. Brown & Williamson	1,492,400	1,889,200
14. Miles Laboratories	1,408,000	2,004,300
15. Minute Maid	1,401,800	—
16. Kellogg Co.	1,388,100	1,662,600
17. Ford Motor Dealers	1,316,300	1,191,300
18. General Motors Dealers	1,312,500	725,700
19. Nestle	1,285,300	—
20. Revlon	1,239,600	1,323,000
21. Corn Products	1,153,400	1,140,900
22. Atlantis Sales	1,151,600	—
23. Gillette	1,082,900	664,200
24. Warner-Lambert	1,078,800	1,990,200
25. Anheuser-Busch	1,078,000	1,129,400
26. Philip Morris	1,044,000	1,301,900
27. Simoniz	1,036,300	—
28. Mennen	1,031,500	—
29. International Latex	1,004,500	1,409,100
30. Coca-Cola Bottlers	985,400	962,700
31. J. A. Folger & Co.	917,700	1,463,300
32. S. C. Johnson & Son	900,700	393,300
33. Pabst Brewing	898,300	679,400
34. Food Manufacturers	895,200	727,500
35. Continental Baking	886,400	2,801,000
36. Pepsi-Cola Bottlers	880,300	850,500
37. R. J. Reynolds Tobacco	857,700	1,189,500
38. Avon Products	843,000	945,800
39. General Mills	814,300	1,098,300
40. Esso Standard Oil	733,800	481,000
41. Carling Brewing	708,700	670,600
42. United Merchants & Mfrs.	652,100	894,500
43. Max Factor	652,100	416,700
44. Tidewater Oil	651,800	612,500
45. U. S. Borax & Chemical	651,100	465,300
46. Consolidated Cigar	649,800	—
47. Shell Oil	646,100	634,500
48. Falstaff Brewing	635,500	589,900
49. Carter Products	633,300	1,115,000
50. Mobil Oil	615,300	—
51. Theo. Hamm Brewing	604,200	582,200
52. Welch Grape Juice	600,500	738,200
53. Drug Research Corp.	598,200	683,000
54. Norwich Pharmacal	577,100	601,900
55. Sun Oil	562,700	585,400
56. Chrysler Corp. Dealers	553,200	381,200
57. Texize Chemicals	545,800	1,345,800
58. Andrew Jergens Co.	535,800	876,400
59. Swift & Co.	525,700	—
60. Standard Oil of California	515,300	527,900
61. Sterling Drug	514,700	859,200
62. Phillips Petroleum	510,800	—
63. Vic Tanny Enterprises	487,600	—
64. National Biscuit	487,400	707,500
65. Burgermeister Brewing	485,000	—
66. Fels & Co.	477,500	—
67. Maybelline	461,800	—
68. F & M Schaefer Brewing	457,400	—
69. Alberto-Culver	452,600	461,300
70. Associated Products	450,800	455,500
71. Helena Rubinstein	442,800	530,000
72. Atlantic Refining	440,500	435,900
73. Pacific Tel. & Tel.	439,300	388,600
74. U. S. Rubber	439,200	472,500
75. Union Carbide	435,000	—
76. American Motors Dealers	431,800	—
77. Piel Bros.	429,200	—
78. Parker Pen	429,100	516,200
79. Texaco	424,700	—
80. United Fruit	419,500	—
81. Beech-Nut Life Savers	413,500	354,600
82. Chun King Sales	412,100	—
83. Great Atlantic & Pacific Tea	410,800	—
84. Minnesota Mining & Mfg.	410,300	—
85. E. F. Drew Co.	406,600	448,800
86. Jos. Schlitz Brewing	403,700	437,800
87. Hertz	403,300	542,100
88. Standard Oil Ind.	402,900	442,400
89. Hudson Pulp & Paper	401,400	—
90. Pepperidge Farms	400,500	—
91. Pharma-Craft	400,200	573,000
92. E. & J. Gallo Winery	394,500	—
93. Lanolin Plus	391,600	799,700
94. Miller Brewing	386,700	—
95. Safeway Stores	372,800	408,800
96. Carnation	370,100	—
97. American Sugar Refining	366,000	—
98. B. C. Remedy	362,500	—
99. P. Ballantine & Sons	356,400	383,500
100. Hills Bros. Coffee	354,000	—

Source: TvB figures from N. C. Rorabaugh Co.

Kinney Morton Jackson Wilson

TV PITCHMEN—*Principals in Advertising Council tv spots, which urge more contributions to political campaigns, are Sen. Henry M. Jackson, chairman of the Democratic National Committee, and Sen. Thruston B. Morton, chairman of the Republican National Committee. On hand for the filming of the spots were Gordon Kinney, radio-tv director of the council, and Allan M. Wilson, council vp.*

Cincinnati Agency Uses Ad, Brochure, Adds Five Accounts

CINCINNATI, Sept. 27—What is the least expensive and most effective way for a small advertising agency to secure new business?

Jack M. Reis Advertising Agency of this city believes he has the answer to both questions. The answer: Daily newspaper advertising.

Under the direction of Arleen Cook Jenkins, vp, an attractively printed 12-page booklet was designed for the attention of small to medium-size businesses in the greater Cincinnati area which never had employed an agency, or had had unhappy agency experiences.

The campaign broke Sept. 5 with a modest 5" two-column ad on a business page of the *Cincinnati Enquirer*. It was headed, "Get the Truth About Cincinnati Advertising," and offered copies of the booklet, titled, "How Billy Beaver Built Better Business," the text embodying a strong sales pitch for the varied advertising services offered by the Reis agency.

The ad requested those asking for the booklet to write on company letterhead.

■ That the newspaper ad appealed to many present and prospective advertisers was indicated by the response. Within two weeks, the first booklet printing of 1,000 copies was exhausted, and a second printing had to be ordered to satisfy the demand created by succeeding newspaper ads.

Even bigger tangible results were achieved during the first two weeks of the newspaper campaign with the acquisition of five new accounts—with a number of others at the near-signing stage. Those already in the Reis fold are Joseph P. Day of Ohio; Oelsner's Colonial Inn; Charoket Pit, a new Cincinnati drive-in restaurant; Cincinnati Optometric Assn.; and the Walnut Hills Merchants Assn. for its fall and holiday promotions—with annual billings for the new accounts expected to total $75,000.

The 11-year-old Reis agency, which had billings last year of only about $150,000, now appears well on its way to achieving a more solid base for future growth. #

Gormley to Retire as VP of 'Des Moines Register'

Arthur T. Gormley will retire as vp and business manager of the *Des Moines Register* and *Tribune*, effective Oct. 15. Mr. Gormley joined the newspapers in 1928 as auditor and was elected a director of the company in 1933. He was appointed business manager in 1936 and elected a vp in 1943.

Upon his retirement, Harry Prugh, assistant business manager, will become production director, a new post, and Carl Koester, treasurer and controller, will take over the supervision of the accounting, personnel, credit and general purchasing departments.

Henry's Drive-In Sets New Push

Henry's Drive-In Inc., Chicago, has launched an experimental ad campaign on the financial pages of the *Chicago Tribune*. The 1¾" one-column ads will run twice weekly for 52 weeks. Current ads explain that 21 Chicago-area Henry's drive-in restaurants sell 100% pure beef for only 15¢. Morlock Advertising, Chicago, is the agency.

HEY, MISTER—*This is the ad Jack M. Reis Advertising Agency ran in the Cincinnati Enquirer, which produced a "sell-out" of the booklets the agency offered prospective clients, and netted five new accounts.*

Get The Truth About Cincinnati Advertising

Remember the old saw about the Emperor's clothes? His tailors told him they were expensive. His friends told him they were beautiful. Only a little child fearlessly dared to shout, "Hey, Mister, you're stark naked!"

How many businessmen are likewise misled by well-meaning suppliers, friends and relatives? Are you among them?

Does your Advertising Agency dare to speak up and tell you the unvarnished whole truth about how they spend your money?

We've prepared a short booklet about Cincinnati Advertising. It tells, in plain words how to increase sales with sound common-sense planning . . . how to get full sales value for every Advertising dollar.

Whether you buy $10 or $10,000 worth of Advertising, get the facts. Write on company letterhead for your free booklet today. It will pay off in sales tomorrow!

JACK M. REIS ADVERTISING AGENCY
HOTEL ALMS
CINCINNATI 6, OHIO

Segmented Ratings for Non-Net Shows Unnecessary: Roslow

OMAHA, Sept. 28—Dr. Sydney Roslow, director of Pulse Inc., this week called for a major overhauling of the broadcast ratings system as it is applied to the buying of non-network radio and tv time.

In a speech before the Omaha Advertising Club, Dr. Roslow said the present quarter hour or program ratings are not really applicable to modern broadcasting's needs.

The researcher suggested that the time has come to gear broadcast research to measures of frequency, reach and quality.

"Since the advertising message is spread across periods of time, the average rating of the time period will suffice rather than the individual quarter hour or program ratings," Dr. Roslow said. "In other words, let us assume five spots distributed across a three-hour period. It is not necessary to know five individual ratings which are costly and difficult to obtain: It is sufficient to know that the average rating at any moment of time in the three-hour period is of a certain size."

■ After measuring the "frequency," the advertiser will also need a guide as to how many spots he should buy in a particular broad time period to achieve the maximum reach, or cumulative audience, it was pointed out.

Beyond these two factors, Dr. Roslow continued, a broadcast advertiser needs a qualitative measure designed to enable him to reach the audience with the greatest number of potential customers for his product.

"My concepts may seem somewhat revolutionary," he said, "but I wonder how else can station management sell fringe time and how else can the buyer justify buying [fringe time]. Spots around network tv cannot accommodate all advertisers—nor it is advisable that they should. Broadcasting advertising is more than a three-hour proposition between 7:30 and 10:30 p.m. on tv and 6 and 9 a.m. for radio. These concepts of frequency, reach and quality will make all the broadcast day productive both to the broadcaster and to the advertiser.

"Our plan from this point on is to propose research for our clients emphasizing average ratings by broad periods and several qualitative factors describing the audience delivered during these periods." #

Bankers Life Revamps Ad Unit

Bankers Life & Casualty Co., Chicago, has reorganized the sales promotion section of its advertising department, a move designed to provide more comprehensive advertising and sales promotion services for the affiliated companies of the MacArthur Insurance Group, of which Bankers is the parent company. Charles McKillip, formerly affiliated companies promotion specialist, will supervise the new section.

Post Names Thomas Smith

Thomas R. Smith, formerly with Leo Burnett Co., Chicago, has been named assistant market manager in the Post division of General Foods Corp., with headquarters in Battle Creek, Mich.

Voomerang!

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Maxwell Adds Three

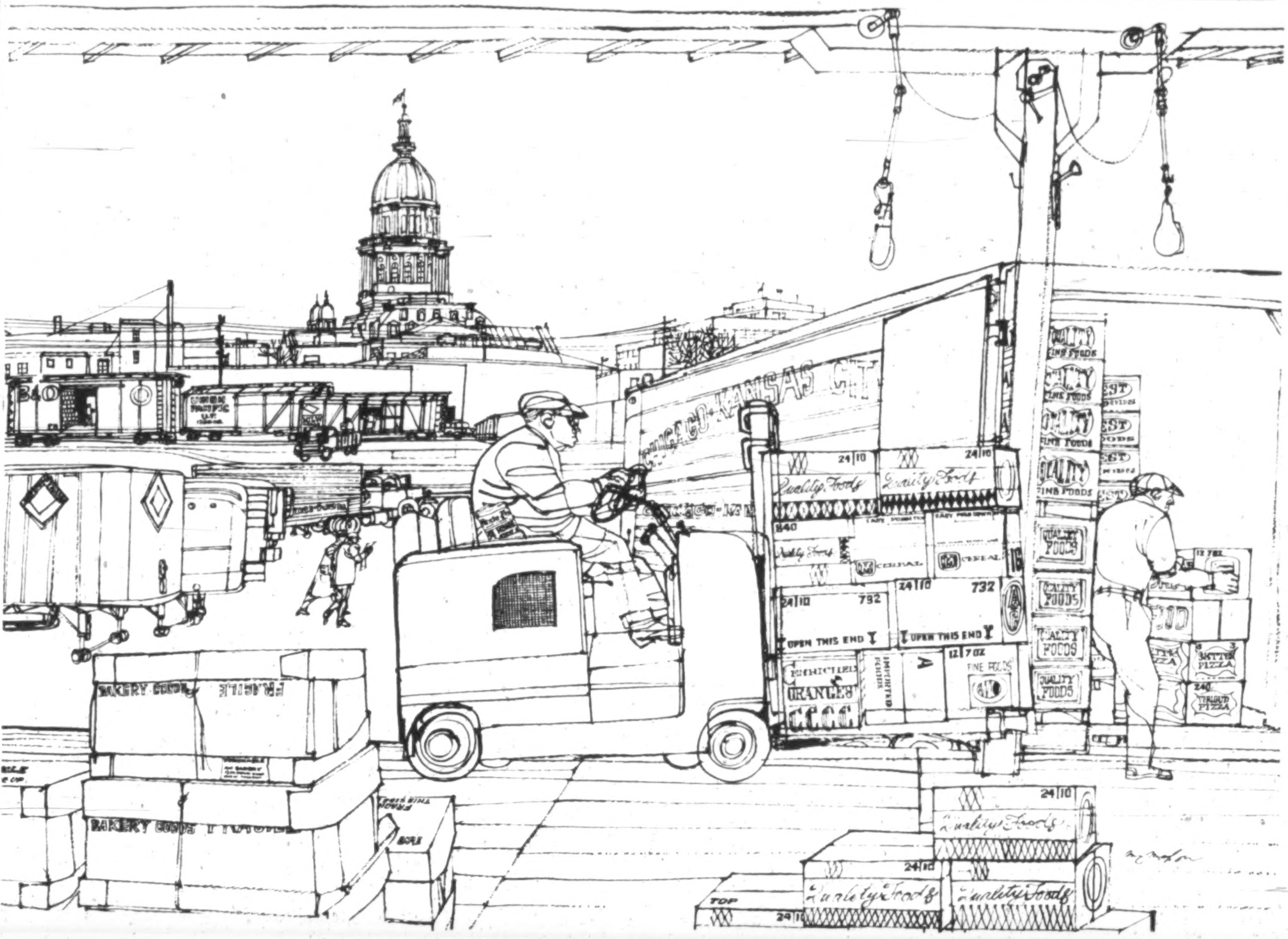
Henry J. Grygo and Dean C. Crebbin have joined the copy staff and William Reinhardt has been added to the production staff at Maxwell Associates, Philadelphia. Mr. Grygo formerly was advertising and sales promotion manager of Tele-Dynamics Inc.; Mr. Crebbin previously worked in the advertising department of Lit Brothers. Mr. Reinhardt formerly did advertising production work for Food Fair Stores, Miami.

McCann Boosts Two in Chicago

Cherie Lee and Jack Wallace, copy group heads in the Chicago office of McCann-Erickson, have been appointed associate creative directors. Miss Lee also is a member of the agency's plans board.

Blavat Opens Own Shop

Rube Blavat, formerly exec vp of Advertising Associates of Philadelphia, has opened Product Promotions Agency, specializing in product publicity and promotion, at 1233 Arch St., Philadelphia.



FOOD FOR SPRINGFIELD — Drawing by Franklin McMahon, noted Illinois artist

SPRINGFIELD ILLINOIS

A CAPITAL MARKET IN THE FOOD FIELD

Springfield is the capital of Illinois and the economic capital of an 11-county market which spent $113,723,000 in food stores last year. Total retail sales came to $532,499,000*.

(Note: Retail totals give the only true picture of Springfield's importance in the food field; wholesale figures are misleading because much of the wholesale buying for the market is accomplished outside the Springfield area.)

Sell food — and products of every kind — through the advertising columns of the **Illinois State Journal** and **Illinois State Register.** These historic dailies offer 100% coverage of Sangamon County (Springfield) and 60% coverage of the entire 11-county trading area. Strong merchandising support and superior ROP color are other plus factors. Write for color samples.

*SALES ESTIMATES REPRESENT TOTALS FOR 11 COUNTIES AS COPYRIGHTED BY THE 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles.
Served by the Copley Washington Bureau and the Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

Hundreds of $7,000-$35,000 Executive jobs available. Get Free Report. Strict confidence. **National Employment Reports, 20 E. Jackson, 902G, Chicago 4, Ill.**

ADVERTISING MANAGER

Direct mail company wants creative ad man with extensive direct mail art, copy, and production background. Must relocate. Write **Personnel Director Fingerhut Mfg. Co., 3104 W. Lake St., Minneapolis 16, Minnesota** stating age, experience, education, and salary range.

FARM PAPER ADVERTISING SALESMAN WANTED

Salary arrangement based on qualifications. Please send complete resume or letter giving age, experience, education and pertinent information. All information held in confidence.

Box 4124, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Cleveland Space Salesman

A fine newly-created opening for a young trade paper space salesman affording excellent growth and earnings is offered by established multiple business paper publisher. Base will be in Cleveland after close indoctrination in Chicago. Salary, expenses, commission. Early interviews in Cleveland or Chicago.

Box 4091, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

HELP WANTED

SPACE SALES, CHICAGO. Excellent opportunity for man with basic experience who has drive & ambition. Five man office—you'll be on your own. Salary, expenses, incentive. Replies confidential.

Box 4158, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted: Experienced business paper salesman on leading advertising publication. Excellent opportunity with real future. Located New York City. Reply to **Harry J. Hoole, Advertising Publications,** Inc., 630 Third Ave., New York 17, N. Y.

JUNIOR PRODUCTION MAN

Agency exp., age 20 to 25. Send complete resume and salary desired, in confidence.

Box 4159, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ...... media ...... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

AGENCY PRODUCTION GIRL

Exp. in dept. routines, followups, records, typing. Send resume, age, salary wanted.

Box 4160, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Assistant Editor

National business magazine located in Upper Midwest city has opening for young man. Magazine or newspaper experience necessary. Journalism degree preferred. Indicate background and salary requirements.

Box 4161, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

WILL YOU WORK FOR $80 A WEEK? Ground floor opportunity, but new NW agency specializing in collateral can't afford to pay more . . . yet. Versatile "idea man" wanted, strong on copy-contact-visualizations. Young and eager. "Specialists" stay in your ivy towers!

Box 4162, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

SALES DIRECTOR or experienced salesman for new medical publication. Resume. Confidence Respected.

Box 4163, ADVERTISING AGE
630 Third Ave., New York 17. New York

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P.O. Box 1359, Chicago 90.

MEDIA PROMOTION

. . . is this copywriter's business. Starch Surveys, Audit Reports, Hooper and Pulse, turned into intelligible, dramatic sales values. May I show you?

Box. 4137, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATLANTIC CITY, N. J.*—Advertising sales representation available.
***A to Z market familiarity.**

Box 4135, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

HARD HITTING AND SUCCESSFUL

Space Salesman. Past history of producing big billings. Salary or Comm. East Coast.

Box 4094, ADVERTISING AGE
630 Third Ave., New York 17, New York

AE, PRODUCT OR SALES MANAGER

SIX Years Marketing Experience
*Two Years, Large Chicago Agency
Marketing Research-Package Foods, Drugs
*Two Years, Marketing
Large Midwest Drug Mfr.
*Two Years, Sales-Durables
BS MBA 29 Will Travel

Box 4164, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A. E. - SOFT GOODS

8 yrs. apparel marketing, merchandising, advertising at mfg. & retail levels. Manager of direct-sell organization. U of Minn. grad., family man. Exchange lots of drive for real opportunity. Relocate in west.

Box 4165, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OUTSTANDING DESIGNER—AD

14 years exp. all phases adv. art and production. Many awards including National. Resume ready. Samples ready.

Box 4166, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEE HERE . . .

I can write period . . . how about you . . . writing to me?

Box 4167, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Technical writing, rewriting by free-lance editor. Engineering, science (except abstruse mathematics or physics), medicine, economics, insurance.

Box 4168, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MR. AGENCY V. I. P.

Experienced media salesman, age 29, wants Chgo agency oppor. Versatile, creative.

Box 4169, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN—6 yrs experience trade paper selling. Monthly & annual properties. Production, Sales Promotion & knowledge of graphic arts field. Desires to work out of Chicago but will relocate & travel expecetd.

Box 4170, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED EDITOR

Age 33. Master's in journalism. Has reached limits of present position. Seeks opportunity to advance with trade or consumer publication.

Box 4171, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Split business personality under 30. Past year circulation manager directing activities (fulfillment and direct mail) of 8 publications ranging from $5.00 to $25.00 annual subscription, **plus** special annual advertising contract sales to AAA-1 firms now seeks a new challenging opportunity. Live in Chicago area. Will relocate if offer is right.

Box 4172, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Space Sls. 35 yrs. exp trade & ind space; also exp in circulation & sls prom.

Box 4173, ADVERTISING AGE
630 ThirdAve., New York 17, New York

POSITIONS WANTED

PROMOTION COPYWRITER

12 years exp. (5 retail, 6 publishing, 1 agency) with art & prod. know-how.

Box 4176, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED AN ASSISTANT?

Smart, seasoned (4 yrs. in adv. & PR) girl will relieve you of all detail and follow thru. Working knowledge of all agency procedures. **Chg. GR 2-7689**

EDITOR—PUBLICATION MANAGER

Strong on timely feature and news copy, production, cost cutting, promotion. Available now. Age 31. NYC only.
Jim Betts, 16 E. 77th St., NYC, YU 8-7399

REPRESENTATIVES WANTED

N.Y.-Chicago-Los Angeles Space Reps
YOU CAN MAKE MORE MONEY

Representing this young, fast growing magazine in the booming boating/fishing/water sports field. Top coverage in one of boating's hottest areas. Attractive proposition if you can produce. Write, Wire or Call **Bill Connors, Gulf Water Sports Magazine P.O. Box 19162, Houston 43, Tex. HO 5-0598**

BUSINESS OPPORTUNITIES

AGENCY OWNER—ART DIRECTOR

Seeks affiliation with agency or Acct. Exc. Offers creative direction, work.

Box 4174, ADVERTISING AGE
630 Third Ave., New York 17, New York

Direct Mail Advertising Company desires experienced man selling creative direct mail programs to the manufacturing and service fields in the Chicago area. Would want you as a partner in the corporation with an investment for expansion purposes plus your services. Write giving your full background—etc . . .

Box 4175, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAKE YOUR SPANISH SOUND "NATIVE"

Get your technical and promotional literature translated into "real Spanish" without textbook flavor. Professional native speakers with editorial, engineering, advertising and sales promotion experience. Prompt service. Competitive.

Box 4177, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

LEARN TO WRITE through Albany licensed mail course taught by professional writer, Brooklyn College teacher. PAULINE BLOOM, 60 Plaza Street - A.A. Brooklyn.

PRIZE PACKAGES

For giveaway programs, promotions. Now ready, copyrighted Xmas package: "Family Xmas Shopping List Package. Write for brochure. **ENTER-PRIZES, (America's Most Widely Recommended prize Service) 601 W Randolph St., Chicago.**

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N.Y.C. 10.**

25,000 PROFESSIONAL COMEDY LINES, stories, routines. Topical! Ideal for speakers, toastmasters, emcees. Free catalog. **Orben Books, Box 61A, Hewlett, N. Y.**

ADVERTISING OPPORTUNITIES AT DOW CHEMICAL

A continuing flow of new products and increased marketing activities necessitate an expansion of the Advertising Department. As a result, several new, challenging opportunities are available with Dow, one of the largest and most diversified chemical companies. The positions are open at Dow's general offices in Midland, Michigan, in the heart of Michigan's "water wonderland." Salaries will be commensurate with experience and ability. Paid vacations and the best in fringe benefits.

INDUSTRIAL ADVERTISING

Positions are open for college graduates, under 35, with a minimum of five years of basic industrial advertising experience. They will serve as staff men responsible for specific chemicals, plastics or metals advertising programs under the direction of a supervisor. They will participate in the planning and execution of advertising objectives, budgeting and programming for a variety of products serving many industries.

CONSUMER ADVERTISING

We are seeking a college graduate, under 35, with broad experience in and familiarity with all levels of supermarket trade advertising. His functions will include participation in the market planning for consumer packaged goods which are distributed through food outlets, and the execution of the advertising and promotional programs for them, under the direction of a supervisor.

AGRICULTURAL CHEMICAL ADVERTISING

We require a college graduate, under 35, with at least five years of experience in agricultural advertising, to be responsible for advertising and promoting agricultural chemical products. Under the direction of a supervisor, he will participate in the planning and execution of advertising objectives, including budgeting and programming.

BUILDING PRODUCTS ADVERTISING

We are seeking a college graduate, under 35, with five or more years of advertising experience in building products and construction. He will serve as a staff man responsible for specific product programs under the direction of a supervisor. He will participate in the planning and execution of advertising objectives, including budgeting and programming.

If you meet the above qualifications, write in confidence, giving complete resume and salary requirements.

Write to: W. D. Boone, Advertising Department
The Dow Chemical Company, Abbott Road Building
Midland, Michigan

DOW

DIRECTOR OF SALES DEVELOPMENT

Leading quality Eastern printer and lithographer is seeking a man to develop new business. Experience in Sales and Promotion work preferable but would consider aggressive sales personality that can persevere in developing new Sales from specifically chosen prospects. Write in detail, age, experience and salary requirement. Box 405, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

RETAIL PROMOTION MAN

for major national magazine. Travel nationally about ½ of the year. Set up and follow through on super-market chain promotions. Also work on department store promotions. To $150 plus expenses. Box 409, ADVERTISING AGE, 630 Third Avenue, New York 17, New York

Greatest **NEED** right now, for this solid, capable 50-man agency, is to locate additional talented, *well-rounded* account men—(who aren't just professional group heads or outside emissaries—strictly appraisers—or mostly promotional specialists). We want men who can write clearly and convincingly, have a feel for top graphics, understand the basics of marketing and can apply them, are stable and well organized. Some food, appliance, or housewares experience will help. Medium-size Midwestern city, 10-minute commuting, long-term clients, excellent facilities, strong growth. Don't spare the details. We'll fully protect your confidence. Write: Box 374, Advertising Age, 200 East Illinois Street, Chicago, Illinois.

YOU CAN PROFIT IF YOU ARE SMALL—MEDIUM N. Y. AD AGENCY HAVING SMALL SPACE AVAILABLE FOR SMALL LIVELY P.R. FIRM SEEKING EITHER RENTAL SUBLET OR EXCHANGE SERVICE FOR RENT OR PROFIT PARTICIPATION ARRANGEMENT. PL 5-8543 BOX 406, ADVERTISING AGE, 630 THIRD AVENUE, NEW YORK 17, NEW YORK.

AGENCY CONTACT MAN

Outstanding opportunity for a well-rounded advertising man as important member of team handling major recreational accounts. Knowledge of rapidly growing outdoor field is essential. Should know various media and how to use them effectively; be able to plan and write to match. Please add personal interest detail to resume; recent photo if available. Box 404, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MIDWEST ADVERTISING MANAGER

One of the fastest growing, national, consumer magazines in the country is looking for a man to head its Chicago advertising office. He must have an outstanding record of Midwest space sales for a consumer publication. Unlimited opportunity is offered to the man who can qualify because of his superior sales record and his ability to stimulate and lead a sales staff effectively. If you are looking for a bright future and a challenging position with a progressive firm (profit sharing among benefits), send a detailed resume including educational background, job record and salary requirements to **Box 413, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois. Confidential communications will be respected as such.**

4 CREATIVE MEN

have taken this space so you can take your pick!

1. **TV and JINGLE COPYWRITER.** Foods, beverages, package goods, drugs. Five years top agency experience. Many successful jingles running currently. Award Winner: First American TV Commercials Festival and Forum.
2. **ART DIRECTOR.** 12 years on top accounts: food, automotive, all package goods. Fresh modern flair, strong type. Currently head A.D. on 2½ million dollar account. Recent campaign cited in trade mags.
3. **TV ART DIRECTOR.** Leading agencies . . . food, drug, automotive, cosmetics, package goods. Work with top tv creative personnel. Currently A.D. on 8 million dollars billing.
4. **COPY SUPV'R/WRITER.** Ten years experience in print, tv: food, automotive, all package goods. Campaign planning has paid off in big sales gains, Ed and Publisher awards. Success stories in P.I., Ad Age. Currently copy supv'r leading AAAA shop.

Ask for us by number; call PL-9-4545 or write

Box 408, Advertising Age
630 Third Avenue, New York 17, N. Y.

BE YOUR OWN MAGAZINE PUBLISHER

If you're an intelligent adman, you can own a handsome, profitable magazine in your own city, becoming part of successful U. S. expansion program. Slight investment, fully protected; returnable within few months. Give some brief details about yourself, confidentially. Box 414, Advertising Age, 4041 Marlton Ave., Los Angeles 8, Calif.

Our 49th Year

MEDIA DIRECTOR—splendid oppty. mid-west agcy.	$12,000
COPY/CONTACT—auto.exp. nec. good potential. Chicago agcy.	10,000
SPACE SALES—consumer pub.	8,000
COPYWRITER—book promotion some prod. exp. req.	8,000

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

ADVERTISING SALESMAN

For dealer-consumer trailer magazine, a leader in its field. Must be well experienced and energetic—strong on sales with ambition to rate advertising manager's position. Headquarters are in Chicago. Must be willing to travel most of the time in the beginning—50% of the time later on—and to attend industry conventions. Salary is commensurate with successful sales background and proven ability within the organization. **Woodall Publishing Company, 121 W. Wacker Drive, Chicago, Ill. Phone Franklin 2-9281 for appointment.**

UNKNOWN ABILITIES BENEFIT NOBODY!

My worst headache comes from NOT having the right man available when HIS opportunity opens. Fourteen good jobs NOW need the men I haven't got—and one of them may be the very job you'd give a leg to get.

***Look!** Electronics Ad-Manager, **$12,000** to **$15,000**; five copywriters, **$7,500** to **$14,000**; six artists and one Assistant Art Director, **$7,500** to **$15,000**; Consumer-research, contact man — to **$14,000**; collateral materials writer (refrigeration)—**$12,000**.*

MANY OTHERS.

How can you lose from having your talents appreciated by employers who need them? Shake the lead out and tell us NOW about your abilities and ambitions. Write, phone or come in, any time!

Cliff Knoble—Consultant
Advertising—Marketing
CADILLAC ASSOCIATES, INC.
29 East Madison Chicago FI 6-9400

Aggressive young firm desires man with agency experience and public relations knowledge to head advertising, promotion and public relations department. Age 30-35. Location, Denver, Colorado. Excellent future for right man. Salary open. Send resume and photograph. **Daniels & Associates, Daniels Building, 3rd & Milwaukee, Denver 6, Colorado.**

PUBLISHING COMPANY SEEKS PRESIDENT

Outstanding multiple business paper publishing company billing in excess of three million dollars seeks executive talent to facilitate expansion and growth plans.

Executive offices in Mid-West. Top calibre staff and publishing facilities to work with.

Man must have a proven record of publishing results. Need strong background in advertising sales management, editorial organization, circulation planning and administrative coordination. Should have strong leadership qualities.

Unusual opportunity with attractive compensation. Reply in complete confidence to management consulting firm.

Box 407, Advertising Age
630 Third Ave., New York 17, N. Y.

Media Aid to Liquor Sellers in Michigan Strictly Limited: Reck

ST. CLAIR, MICH., Sept. 27—A discussion of what kind of merchandising assistance media can give to beer, wine and liquor advertisers in Michigan highlighted the convention last week of the Michigan Assn. of Broadcasters.

Charles Reck, of the Michigan Liquor Control Commission, said that media can merchandise advertising of accounts to licensed vendors, provided the material affects the dealer only, and not the consumer.

For instance, he said, mailing pieces designed to inform vendors may be used. But store banners, novelties or items of value, which might affect consumers directly, cannot be sent by media.

Media advertising cannot mention the price of beer or wine, he said, but they may mention prices of liquor, since liquor prices are uniform throughout the state.

■ Mr. Reck said media may not make contact with licensees or vendors on behalf of beer, wine or liquor producers to help promote their sales. And media cannot take part in or promote liquor outlet displays.

All alcoholic beverage advertising must be submitted to the commission before it is used in the state, he added.

■ The association elected Don DeGroot, of WWJ and WWJ-TV, Detroit, as president; Gene Ellermann, WWTV, Cadillac, as vp; and Robert S. Greenhoe, WBCH, Hastings, secretary-treasurer. #

Rice Opens Own Agency

Ronald S. Rice has opened his own agency, Rice Advertising, with headquarters at 4914 Lankershim Blvd., North Hollywood, Cal. The new agency expects to have initial billings of more than $200,000.

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

IDEAS, ANYONE?

You simply can't read 4,000 house organs a month without getting some ideas—good and bad. The editorial people at Gebbie Press do get ideas—good ones—and we save them for our clients. Our clients want house organs that pay off in ideas and sales. **Gebbie Press, 151 W. 48, NYC.**

DON HARRIS NEEDS:

. . . . . this week only men he's submitting from his files. If you're securely employed but with too little growing room, registering with Don now will enable him to submit you at once when the right job appears, instead of too late.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, Wa 2-9400

FINANCIAL EXECUTIVE

Wishes to join aggressive management in sound growing agency. 22 years experience, 10 years of which have been at top level in advertising agency financial and administrative work. Capable of assuming all responsibility for accounting, budgets and forecasts, credit and collections, taxes, insurance, pensions, acquisitions, systems and procedure, contracts, financial planning and administration. Will relocate.

Box 411, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

3 ARTISTS

1. Comp man to render crisp, professional looking layouts.
2. Sophisticated cartoonist with imaginative flair.
3. Air brush—paste-up man with all around mechanical knowledge of reproduction.

All 3 men should be willing to cross job lines and pinch hit in other areas during peak loads. Ability to type spec important. Wonderful living in Wisconsin lake country with a fast growing progressive agency. **Send complete resume including salary requirements to Charles Moxley, Art Director, The Brady Company, Appleton, Wisconsin.**

ADVERTISING MANAGER

We want a well rounded young man to head the Advertising Department of a medium size Cosmetic Manufacturer. Agency experience necessary. Must be creative, capable, self-starting and anxious to get the job done. He will sit in on policy decisions and be responsible for their execution. Good starting salary, but most important his remuneration will be tied directly to the results he will accomplish—and the more we pay him the better we will like it. If you feel you'd like such an opportunity, and have what it takes, then send your detailed resume to Box 412, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 177,000 marketing men and women. You get traffic-stopping action for as low as $5 per ad!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

____

I am enclosing $__________

My Name____________________

Street____________________

City__________ **Z**___ **State**______

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE

200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Advertising Expenditures and Gross Sales of U.S. Food, Beverage, Tobacco Corps.

Based on Income Tax Returns to Internal Revenue Service

(000 Omitted on Dollar Figures)

	1945				1950			1955			1957			1958			
	No. Returns	Gross Sales	Adver-tising	% of Sales	No. Returns	Gross Sales	Adver-tising	No. Returns	Gross Sales	Adver-tising	No. Returns	Gross Sales	Adver-tising	No. Returns	Gross Sales	Adver-tising	% of Sales
Beverages	2,591	$ 4,383,328	$ 96,051	2.2	3,178	$ 5,519,212	$181,867	3,062	$ 6,638,946	$ 302,164	3,010	$ 6,761,663	$314,926	2,948	$ 7,004,756	$344,743	4.9
Non-Alcoholic	1,783	463,086	18,286	3.9	2,456	765,299	31,178	2,491	1,119,979	54,118	2,458	1,181,694	56,102	2,403	1,287,588	66,827	5.2
Malt Liquors & Malt	454	1,943,387	52,203	2.7	386	2,419,105	115,545	281	2,866,548	192,891	283	2,938,303	196,775	267	3,048,779	209,503	6.9
Wines	147	155,685	6,992	4.5	161	138,926	4,981	127	173,398	8,158	153	168,829	8,530	136	209,704	9,216	4.4
Distilled, Rectified, Blended	155	1,801,169	18,564	1.0	175	2,265,882	30,163	163	2,479,021	5,004	116	2,472,837	53,519	142	2,458,685	59,197	2.4
Food, Kindred Products	8,728	19,135,506	203,855	1.1	11,000	31,662,994	462,217	11,343	37,811,064	743,316	10,754	38,691,030	774,298	11,761	40,248,080	808,028	2.0
Meat Products	859	11,283,260	18,881	0.2	1,405	12,086,367	51,539	1,771	13,233,117	75,312	1,776	13,543,330	86,489	1,819	14,522,542	88,519	0.6
Dairy Products	1,646	2,716,499	28,718	1.1	1,754	3,570,172	54,342	1,584	4,386,561	86,990	1,599	4,357,303	91,532	1,464	4,144,947	78,139	1.9
Canning Fruits, Veg., Sea Food	1,228	1,832,161	21,313	1.2	1,769	3,093,462	57,113	1,916	3,975,002	106,890	1,763	4,168,269	110,873	1,867	4,228,594	112,409	2.7
Grain Mill Prods., Exc. Cereal Prep.	963	2,716,064	24,051	0.9	1,227	4,020,633	50,226	1,230	4,527,348	94,850	1,282	4,640,498	83,906	1,419	4,723,782	80,064	1.7
Bakery Products	1,357	1,708,564	28,034	1.6	1,774	2,668,386	56,929	1,899	3,616,328	92,230	1,749	3,637,998	97,540	1,893	3,965,470	111,150	2.9
Sugar	126	768,163	742	0.1	127	1,352,684	32,700	137	1,436,813	3,523	91	1,439,996	3,851	100	1,517,188	4,247	0.3
Confectionery	482	846,298	22,765	2.7	739	1,302,181	34,223	765	1,486,870	46,678	587	1,446,545	48,314	724	1,530,349	54,222	3.5
Cereal Preparations	36	385,386	13,465	3.5	30	338,342	25,331	24	468,299	22,024	25	509,122	25,640	55	537,041	26,019	4.8
Other Foods	1,701	1,439,465	37,282	2.6	1,981	2,032,727	60,786	1,786	3,012,596	112,212	1,722	3,282,418	121,387	2,199	3,392,739	138,174	4.1
Food, Kindred Prods. Not Allocable	330	669,244	8,604	1.3	194	1,198,040	69,215	211	1,668,130	82,607	160	1,665,551	104,766	221	1,685,428	115,085	6.8
Tobacco Mfrs.	210	2,210,152	45,736	2.1	200	3,204,361	99,243	154	3,861,420	162,684	186	4,018,377	191,986	173	4,193,995	217,816	5.2
Cigars	*	*	*		120	275,484	6,283	87	317,484	7,301	84	318,903	7,494	113	322,469	7,642	2.4
Other Tobacco Mfg.	*	*	*		80	2,928,877	92 855	67	3,544,936	155,383	102	3,699,474	184,492	60	3,871,526	210,174	5.4

*Not available.

NOAB Boosts Hembre, Moody, Morton, Huffman, Lohman

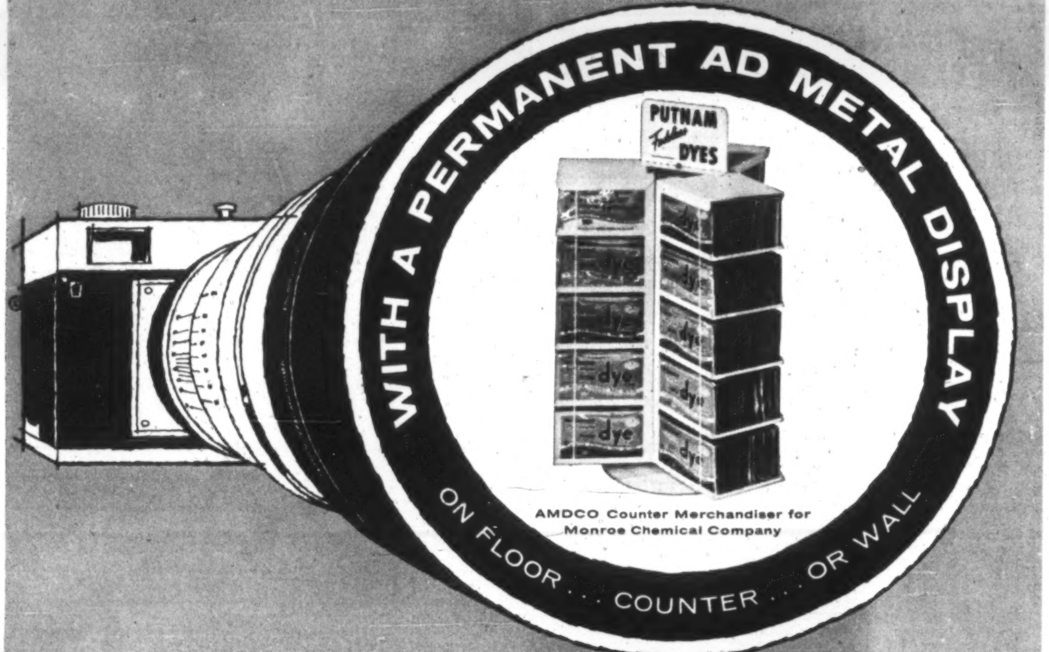
National Outdoor Advertising Bureau, New York, has promoted John I. Hembre, formerly account supervisor in New York, to general manager of field services, a new title.

Three regional managerships have been created under him. Harry Morton, formerly field representative, has been named eastern manager; Robert Huffman, field supervisor, has been named midwestern manager; and Jack Moody, assistant office manager in San Francisco, has been named Pacific Coast manager. W. D. Lohman has been promoted from acting manager to manager of the painted display contract department in New York.

Flesey Named KISN Manager

Jerry Flesey, previously sales manager of KOIL, Omaha, has been appointed general manager of KISN, Portland, Ore., replacing Richard Shireman, who resigned.

developing a profit picture
requires **FULL TIME EXPOSURE**
at the point-of sale...


WITH A PERMANENT AD METAL DISPLAY
PUTNAM Fadeless DYES
dye
dyes
ON FLOOR . . . COUNTER . . . OR WALL

AMDCO Counter Merchandiser for Monroe Chemical Company

The point of sale is where all your merchandising and advertising efforts come into focus . . . where your product image registers, the impulse clicks, and your sale is completed . . . write or call for more information . . . and how **AN AD METAL DISPLAY** *custom-designed for your product, will help you close more sales, more profitably . . .*

ADVERTISING METAL DISPLAY CO
designers and builders of permanent merchandisers

CHICAGO 50 / 4621 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8255

CHURCHES · SCHOOLS · INSTITUTIONS ·
CHURCHES · SCHOOLS · INSTITUTIONS

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PROTESTANT
RELIGIOUS
MARKET

Comprehensively covered by
CHRISTIANITY TODAY
and offering you:

1. The best church coverage — 180,000 ministers and lay leaders — all primary buying factors. . . . .
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4. The best climate — you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . . .

Send today for brochure, "The Protestant Church Market" containing pertinent information, plus circulation analysis, rates and data on

CHRISTIANITY TODAY
Washington Building, Washington 5, D.C. DEPT.

This Week in Washington . . .

Statistical Users' Squabbles Stall Improved Government Statistics

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 29—The biggest users of government statistics were in town this week for a three-day meeting which took on some of the attributes of a pre-summit conference.

The users all want better government statistics. But each has been so anxious to get better statistics in his own field that Congress has thrown up its hands in disgust.

The need to bury the hatchet is particularly critical in the retail field. Everyone agrees the U.S. needs better information about retail sales and inventories. Only the feuding among the users has prevented the government from making a start.

■ At a workshop on retail statistics sponsored by the Federal Statistics Users Conference Thursday, Myron Silbert, vp of Federated Department Stores, held out the olive branch.

Department stores, which he represents, have been insisting that no change should be made in retail statistics if it involves the elimination of detailed department store figures which are currently being collected by the Federal Reserve Board. In deference to other users, however, Mr. Silbert seized every opportunity this week to emphasize that he'd like to see immediate action on a new program to get good monthly metropolitan area sales figures for important kinds of non-department store retailing.

■ If it were solely up to the experts at the workshops, all differences over retailing statistics might have been settled on the spot. They were unanimously for a big expansion of the census of retailing to provide merchandise line information by kind of business.

And they could easily have united with Mr. Silbert in supporrt of a new monthly retail report to provide extensive detail for dozens—even hundreds—of metropolitan areas.

With the users displaying champaign taste, at the expense of Uncle Sam's beer pocketbook, the disrupting influence came from the government people. Statistical experts in the government agencies are not adverse to bigger and more ambitious projects—and they have ample technical qualifications to carry them out. From experience, however, they know (1) that it takes large sums of money—which generally isn't forthcoming: and (2) it requires more complicated question forms than most business men are willing or able to fill out.

■ On the merchandise line problem, the retailing round-table reached substantial agreement. Users have been unhappy because the 1958 census of retailing reports sales only by line-of-trade without any product breakdown. In a supermarket era, there's no way of really knowing which stores sell what.

Nods of approval were in evidence when Harvey Kailin, chief of the Census Bureau retail division, revealed that plans are afoot to collect merchandise line information for at least 20 broad categories of retail merchandise when the next business census is taken in 1963.

While this information will be reportedly only in terms of national and regional totals, plus a few top metropolitan areas, users finally decided this was the most they can expect to get.

■ When the optimists finished sketching their goals, Mr. Kailin pointed out that most business men don't have sufficiently detailed sales figures to provide merchandise line breakdowns in more specific form. In the 1963 census, the bureau will rely heavily on a sample involving bigger and more sophisticated business, plus some smaller stores.

Even the limited program which the bureau will try in the 1963 census "costs out" at $1,000,000. "If we try to get breakdowns for a larger number of metropolitan areas," Mr. Kailin told users, "the costs go through the roof."

■ Cost is also the problem so far as the new reports on retail sales and inventories are concerned.

For 40 years the Federal Reserve Board—which has unlimited funds—has been spending as much as $500,000 a year to provide an immense amount of weekly and monthly information on department store sales—by market, by merchandise line, etc. While department stores are an important part of retailing, government experts, and analysts from the non-department store field, have come to feel that, statistically speaking, the department store tail is wagging the retailing dog.

■ Last year's plan for an "integrated" program covering all portions of retailing got off to a bad start because government experts worked out their blueprint in confidence.

"The program was developed by practically everyone other than department stores," Mr. Silbert complained. "They told Congress they planned to integrate the retail and department store statistics," he said. "Actually, it was a plan to annihilate them."

He agrees that department store statistics aren't necessarily representative of what is going on throughout the retailing field, particularly in the durable goods area. "But this is a series that goes back for years. It is the only such series we have. What sense does it make to do away with it."

He ran into the fact that the Census Bureau had only $900,000 to do the entire retail sales and inventory job. "On the basis of a $900,000 program," he said, "all they felt justified in spending on department stores was $200,000."

■ Most users agreed with Mr. Silbert when he argued that retailers need figures which are broken down by metropolitan area, and by as many merchandise lines as possible. Where the Federal Reserve Board has provided department store breakdowns for more than 150 metropolitan areas, the Census Bureau would promise breakdowns for only 20.

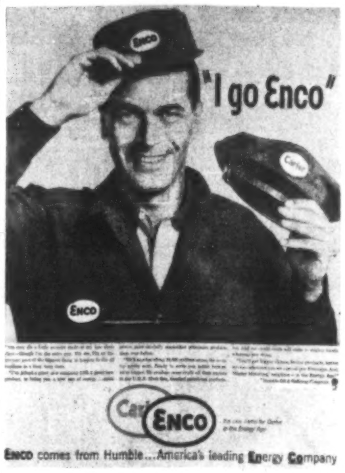
As one possible solution to the current stalemate, users suggested that Federal Reserve round out its figures to make them more representative. Sears and Montgomery Ward have refused to participate in the Federal Reserve program in the past. Mr. Silbert told a Sears representative Thursday: "You argue for a new series to cover durable goods retailing. In order to get it, you may have to be more cooperative with the existing reports for non-durable goods."

■ The plan to build better retail statistics by expanding the existing Federal Reserve reports would be the easy way out, since Federal Reserve doesn't have to run the congressional gauntlet. It has one serious drawback: Unless there's been an unreported change of heart, the Federal Reserve isn't interested in remaining in the department store statistics business.

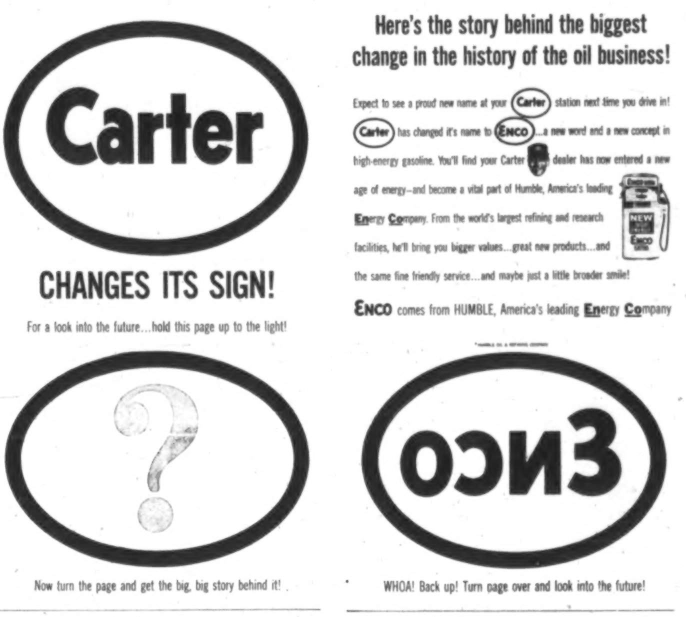
From the discussion by government people, however, users got the impression that the new Presidential budget in January won't go much beyond what they have been offered in informal negotiations with Budget Bureau experts in recent months. On the basis of what the President is likely to recommend, the retail series would provide a weekly sales report for major lines, including department stores, on a national and regional basis.

■ In addition, the Census Bureau would supply a monthly breakdown for 20 metropolitan areas, and there is a likelihood the Federal Reserve Board would pick up the tab for the tabulation by census bureau of figures for an additional 60 areas.

Government people were encouraged by the enthusiasm and willingness to compromise which was evident at the work shop. They cautioned, however, against holding out for too much. There really is no limit to the number of useful improvements or innovations which could be made in the statistical field. They suggested that the best way to get the kind of retail reports that are needed for an economy like ours is to get started with what is possible now, and to expand the program on the basis of a demonstrated need. #


"I go Enco"
Enco

Enco comes from Humble...America's leading Energy Company


Carter
?
Enco

CHANGES ITS SIGN!

For a look into the future...hold this page up to the light!

Now turn the page and get the big, big story behind it!

Here's the story behind the biggest change in the history of the oil business!

Expect to see a proud new name at your Carter station next time you drive in! Carter has changed it's name to Enco...a new word and a new concept in high-energy gasoline. You'll find your Carter dealer has now entered a new age of energy—and become a vital part of Humble, America's leading Energy Company. From the world's largest refining and research facilities, he'll bring you bigger values...great new products...and the same fine friendly service...and maybe just a little broader smile!

ENCO comes from HUMBLE, America's leading Energy Company

WHOA! Back up! Turn page over and look into the future!

SWITCHING SIGNS—*Humble Oil & Refining Co. newspaper campaign in eastern Washington announces the changeover in its Carter division to the Enco brand name (AA, July 4). The man changing hats at the left points out, "We'll have about 30,000 stations across the country pretty soon," indicating the Enco brand will be used by other Humble divisions. The Yakima Herald ran the six-column ad with the question mark (center); when held up to the light, the red sign shows through (right). The Enco mark is derived from the designation of Humble as "America's leading ENergy COmpany." McCann-Erickson, New York, is the agency.*

Chicago Show Printing Elects Robert Snediker President

Chicago Show Printing Co., supplier of point of purchase displays, has elected Robert R. Snediker president. He succeeds Robert J. Leander, who has joined Mystik Adhesive Products as president.

Robert Snediker

Mr. Snediker joined Chicago Show Printing in 1953 as advertising manager. He was named vp in charge of operations last year.

Goodrich Tops Award Winners in Cleveland Adclub Competition

CLEVELAND, Sept. 27—B. F. Goodrich Co. scored twice in the 12th annual Cleveland-prepared advertising performance awards program to lead the 24 winners in Cleveland Advertising Club competition.

Griswold-Eshleman Co. was the agency for both Goodrich campaigns.

The Cleveland Adclub will bestow plaques and praise at a luncheon Oct. 7.

Frank J. Chokel, club president, said the judges considered 136 entries, more than were submitted in any previous year.

The other winning companies, listed with their agencies, are:

Brookpark Inc., Lang, Fisher & Stashower; **Carling Brewing Co.**, Lang, Fisher; **Cooper-Bessemer Corp.**, Griswold-Eshleman Co.; **Durkee Famous Foods division of Glidden Co.**, Meldrum & Fewsmith; **Fishery Products**, Jacob Wattenmaker & Son; **General Electric Co.**, (large lamp department), Batten, Barton, Durstine & Osborn; **Euclid division of General Motors Co.**, Belden & Frenz & Lehman; **Hupp Corp.**, Carr Liggett Advertising; **Lamson & Sessions Co.**, Griswold-Eshleman; **Malleable Castings Council**, Carr Liggett; **Monarch Aluminum Co.**; Lang, Fisher; and **National Retail Hardware Assn.**, Fuller & Smith & Ross.

Ohio Bell Telephone Co., Ohio Bell's ad department; **Ohio Crankshaft Co.**, Carr Liggett; **Ohio Power Co.**, Meldrum & Fewsmith; **Packaging Corp. of America**, Carr Liggett; **Reliance Electric & Engineering Co.**, Wellman Co; **Sharon Steel Corp.**, Duffy, McClure & Wilder; **Switzer Bros.**, McCann-Marschalk; **Tinnerman Products**, Meldrum & Fewsmith; **Weber Dental Mfg. Co.**, Brad Wright Smith Advertising; **White Motor Co.**, Fuller & Smith & Ross; and **World Publishing Co.**, Lang, Fisher.

CLEVELAND TF CLUB GIVES 6 AWARDS

CLEVELAND, Sept. 27—Six advertisers and agencies won first honors in the Cleveland tf Club's 10th annual awards program for industrial advertising achievements.

They will be lauded for "excellence in advertising" at a luncheon sponsored by the club Oct. 10.

Competing for awards were companies and agencies in Ohio, western New York and Pennsylvania, and eastern Michigan.

The club listed these winning companies, along with their ad managers or other principals; their agencies and account executives:

Libby-Owens-Ford Glass Co., Toledo; Franklyn H. Hawkins; Fuller & Smith & Ross, Cleveland; C. A. Carpenter.

B. F. Goodrich Chemical Co., Cleveland; George A. Mentzer. Griswold-Eshleman Co., Cleveland; John P. Conde and Lowell S. Monroe.

General Electric Co. (miniature lamp department), Cleveland; Frank F. Shule. Batten, Barton, Durstine & Osborn, Cleveland; Richard H. McGinnis.

NATCO Corp., Pittsburgh; E. F. Wanner; Ketchum, MacLeod & Grove, Pittsburgh; Howard W. Jones and Vincent C. Schurman.

Sharon Steel Corp., Sharon, Pa.; J. E. Sowers. Duffy, McClure & Wilder, Cleveland; Robert S. Kenyon.

Pittsburgh Corning Corp., Pittsburgh; James H. Coleman. Ketchum, MacLeod & Grove; J. H. Edmundson Jr. #

Gardner Advertising Elects Humphrey, Spencer Exec VPs

Gardner Advertising Co., St. Louis, has elected Champ C. Humphrey, vp in charge of account service, and William L. Spencer, vp and creative director, exec vps. Both are members of the board of directors.

Champ Humphrey

William L. Spencer

Gardner also has elected Theodore O. Simpson, copy director, Robert R. Riemenschneider, media director, Josephine Walsh, associate copy director, and Filippo Theodoli, in the New York office, vps. Mrs. Walsh is the third woman in Gardner history to be elected a vp.

D'Oench Buys Register Stock

Middletown Press Publishing Co. Middletown, Conn., has bought $25,000 worth of stock in Torrington Printing Co., Torrington, Conn., owner of the *Torrington Register*. The 500 shares were purchased by Woodbridge A. D'Oench, publisher of the *Middletown Press*, and his brother, Russell, editor of the newspaper. More than 16,000 shares of Torrington stock are still outstanding. The D'Oench brothers bought the *Middletown Press* a year ago for more than $1,000,000.

Meyer Joins Chesebrough

Bernard W. Meyer, formerly marketing director in Latin America of General Foods Corp., has joined Chesebrough-Pond's International, New York, as a marketing manager.

TAIT M. HAWKINS

HAMILTON, ONT., Sept. 27—The dean of the Canadian automotive industry's advertising managers, Tait Moffit Hawkins, 56, advertising and sales promotion manager of Studebaker Packard of Canada, died Sept. 20 at the General Hospital here.

Born at Lunenburg, Nova Scotia, Mr. Hawkins was educated in Fredericton schools and the University of New Brunswick. Upon graduation he joined Irving Oil Co. and later was associated with the Socony Vacuum Oil Co.

Except for his war years' association with the federal oil control board, Mr. Hawkins had been with the Canadian Studebaker organization since 1939 and had directed the advertising and sales promotion programs of both Studebaker and Packard following the merger of these two companies in 1953.

SWINGLES.* CUSTOM MADE ONLY $68 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

KATE FORD PEELE

SELMA, ALA., Sept. 27—Mrs. Kate Ford Peele, 78, retired co-publisher of the *Daily Advance*, Elizabeth City, N.C., died here Sept. 23 after a lingering illness.

Carroll D. Murphy, Agency Pioneer in Chicago, Dies at 79

CHICAGO, Sept. 27—Carroll Dean Murphy, 79, veteran Chicago agency executive, died Sept. 24 in his Winnetka home. He had been ill for three or four years.

Born in Mount Vernon, O., Mr. Murphy was graduated *cum laude* from Harvard University. He served as senior editor of *System* magazine, forerunner of *Business Week*, before organizing his own agency, Carroll Dean Murphy Inc., in 1917.

■ He served as president and treasurer of his agency until 1935, when he merged his agency with Erwin, Wasey & Co. (AA, Aug. 26, '35). Among the accounts he moved with him to Erwin, Wasey were Baltimore & Ohio Railroad, Chicago Title & Trust Co., First National Bank of Chicago and Wilson & Co.

After serving a year with the Wasey agency as vp and head of plans and copy, Mr. Murphy joined the old Hays MacFarland & Co. (now MacFarland, Aveyard & Co.) as a vp and principal of the agency (AA, Oct. 26, '36). In 1938, he again opened his own agency, Carroll Dean Murphy & Co., and he operated the agency until his retirement in 1952. Since then he had worked as an advertising consultant from his home.

Noted as a prolific writer and an expert in financial and bank advertising, Mr. Murphy was the author of some 25 books on marketing and advertising. A new book on Lincoln, "The Call to Freedom," is scheduled to be published this fall.

J. ALEXANDER CROCKET

MONTREAL, Sept. 27—J. Alexander (Sandy) Crocket, 74, former publisher of the *Gleaner* at Fredericton, N. B., died Sept. 24 at the home of his daughter there. He had been ill for some time.

His father, James H. Crocket, established Fredericton's first daily, the *Gleaner*, in 1890, and was editor and publisher for nearly 50 years. Sandy took over management in association with his brother, W. Wallace, following the death of their father in 1930.

They operated the daily until it was sold, in 1951, to the present owner and publisher, Michael Wardwell.

JAKE SCHNEIDMAN

MIAMI, Sept. 27—Jake Schneidman, 59, longtime employe of the *Miami Herald's* advertising department, died Sept. 18 of a heart ailment. Mr. Schneidman had been a salesman in the *Herald's* display advertising department for the past 25 years.

EDITH M. GROOMS

LOS ANGELES, Sept. 27—Edith M. Grooms, for 30 years a space buyer for the old Dan B. Miner Co., now a part of Honig-Cooper & Harrington, died Sept. 17 after a brief illness. Miss Grooms had been retired for the past two years.

James Clark, 59, Veteran Chevrolet Ad Exec, Is Dead

DETROIT, Sept. 27—James S. Clark, 59, executive assistant advertising manager of the Chevrolet division of General Motors, died Sept. 25 at his home in suburban Romeo, Mich., following a heart attack. He had been in poor health for some time.

Mr. Clark, a graduate of the University of Michigan, spent most of his adult life in the employ of Chevrolet, starting in 1926 in the division's Detroit retail store as manager of the truck department. He then worked in truck sales promotion as truck promotion manager and in interdepartmental contact work for the advertising department. In 1938 he was named assistant advertising manager. During World War II he was with General Motors in war information services, returning to Chevrolet in 1945.

He belonged to Sigma Chi, the Detroit Athletic Club and the Adcraft Club of Detroit.

HARRIET DE ROSE

NORTHAMPTON, MASS., Sept. 28—Harriet Williams De Rose, 83, who became one of the first woman newspaper publishers in the U.S. when she purchased the *Daily Hampshire Gazette* in 1929, died Sept. 23.

She became the newspaper's business manager in 1919, serving in that capacity until she acquired the property ten years later. One of her two children, Charles N. De Rose, is editor and vp of the *Gazette*, and vp and general manager of WHYN (am, tv), Springfield, Mass. Mrs. De Rose's husband, Charles A., died in 1952. ≠

Voomerang!

SEE PAGE 85

An imaginary line makes a real difference in the taste of Scotch!

DUNDEE
GREENOCK

There are two principal classes of malt whisky: Highland and Lowland. Highland malts are made north, and Lowland malts south of an imaginary line drawn from Dundee in the east of Scotland to Greenock in the west. There is a quite evident taste difference between these whiskies; those bottled with predominantly Highland malts being greatly prized for their characteristic light taste.

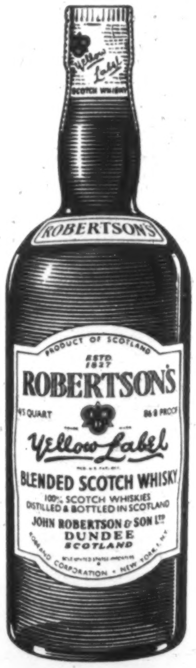
But all scotches are *not* all Scottish! Some "modern" scotches are bottled elsewhere than Scotland and with other than Scottish water! Thus, missing is the fine Scottish hand of an artisan distiller at the critical bottling stage; missing is the distinctive Scottish water that has coursed through the heather, the mountain glens and finally a mystic Highland burn.

For assurance that the scotch you select is Scottish through and through, look for a label such as this one found on the back of every bottle of ROBERTSON'S YELLOW LABEL SCOTCH.

DISTILLED IN SCOTLAND AND BOTTLED IN THE UNITED KINGDOM UNDER GOVERNMENT SUPERVISION

We at Robertson's are proud of our scotch tradition. For over 130 years ROBERTSON'S YELLOW LABEL SCOTCH has been made according to the very same methods and formula established by John Robertson, in 1827. Since then, nothing has changed but the increasing favor ROBERTSON'S YELLOW LABEL SCOTCH has found far beyond its Highland origins. Select your scotch tastefully.

ROBERTSON'S
YELLOW LABEL
SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND.


ROBERTSON'S
PRODUCT OF SCOTLAND
ESTD 1827
ROBERTSON'S
4/5 QUART
86.8 PROOF
Yellow Label
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES DISTILLED & BOTTLED IN SCOTLAND
JOHN ROBERTSON & SON LTD DUNDEE SCOTLAND
KOBRAND CORPORATION • NEW YORK 1, N.Y.

86.8 PROOF • 100% SCOTCH WHISKIES • KOBRAND CORPORATION, NEW YORK 1, N. Y

Ad Clinic #19
(a transparent device to get you to read this Sheraton ad)

by Madison F. (Foray) Jungle

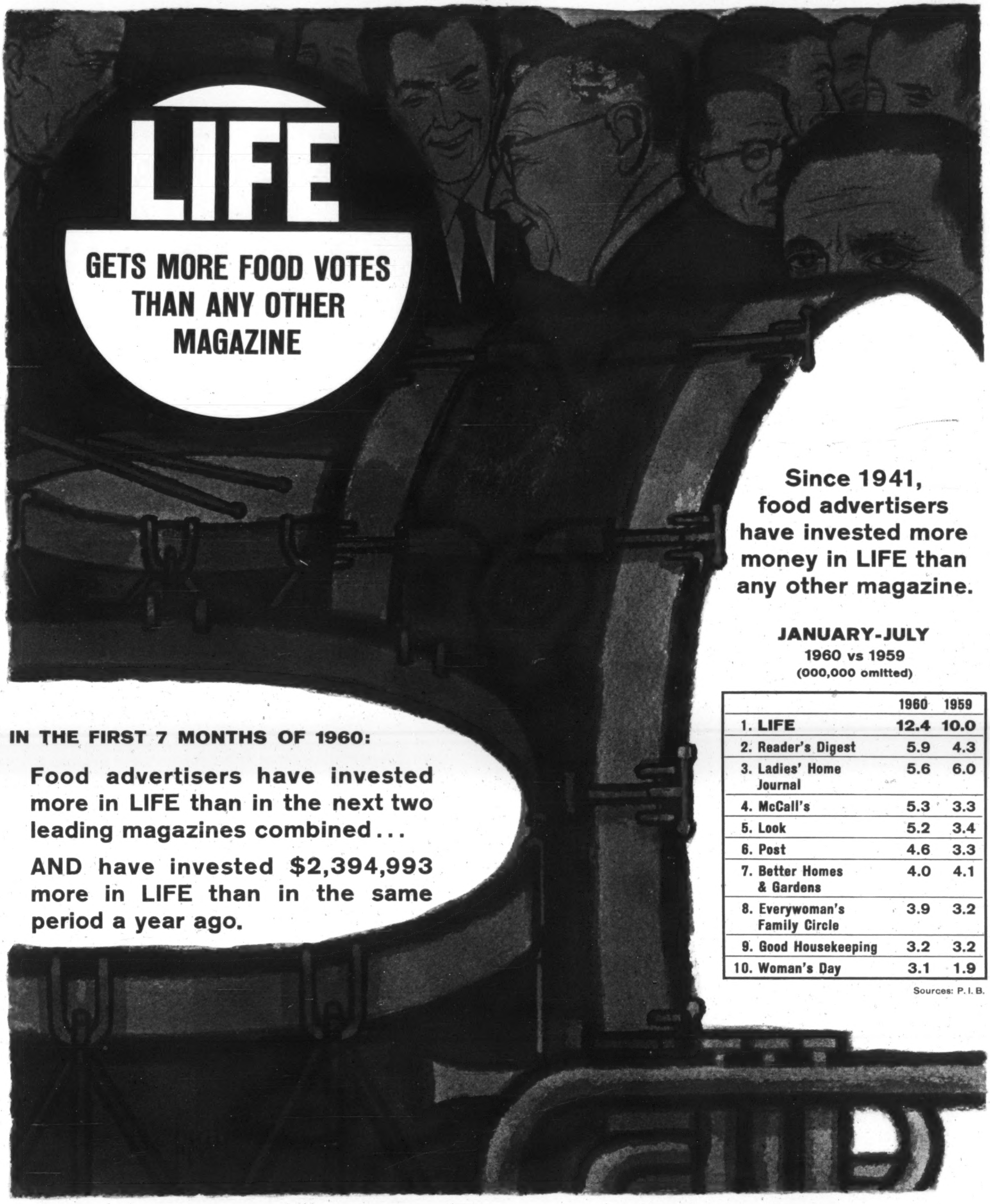
Don't overdo the word "FREE"

SHERATON GIVES
FREE TELEVISION
FREE RADIO – FREE
AIR CONDITIONING
FREE BATH SCALE
FREE ETC., ETC.

SHERATON HOTELS

Here is a headline that's asking for trouble. Even Sheraton couldn't give all that away free!

But, sir — it's true. Sheraton guests enjoy the Sheraton Extra Values listed in the disputed headline and more — at no extra cost. Why don't you try us — even if you can't spend the night you'll enjoy fiddling with the *free* TV, *free* radio, *free* air conditioner, *free* bathroom scale, *free* etc., etc. And, as a memento of this ad (and to help us check its pull) why not send for 104-page Sheraton booklet? It's *free*, too. Write: **Sheraton Corp., Ad Age Ad #19, 470 Atlantic Ave., Boston, Massachusetts.**



LIFE

GETS MORE FOOD VOTES THAN ANY OTHER MAGAZINE

Since 1941, food advertisers have invested more money in LIFE than any other magazine.

JANUARY-JULY
1960 vs 1959
(000,000 omitted)

	1960	1959
1. **LIFE**	**12.4**	**10.0**
2. Reader's Digest	5.9	4.3
3. Ladies' Home Journal	5.6	6.0
4. McCall's	5.3	3.3
5. Look	5.2	3.4
6. Post	4.6	3.3
7. Better Homes & Gardens	4.0	4.1
8. Everywoman's Family Circle	3.9	3.2
9. Good Housekeeping	3.2	3.2
10. Woman's Day	3.1	1.9

Sources: P. I. B.

IN THE FIRST 7 MONTHS OF 1960:

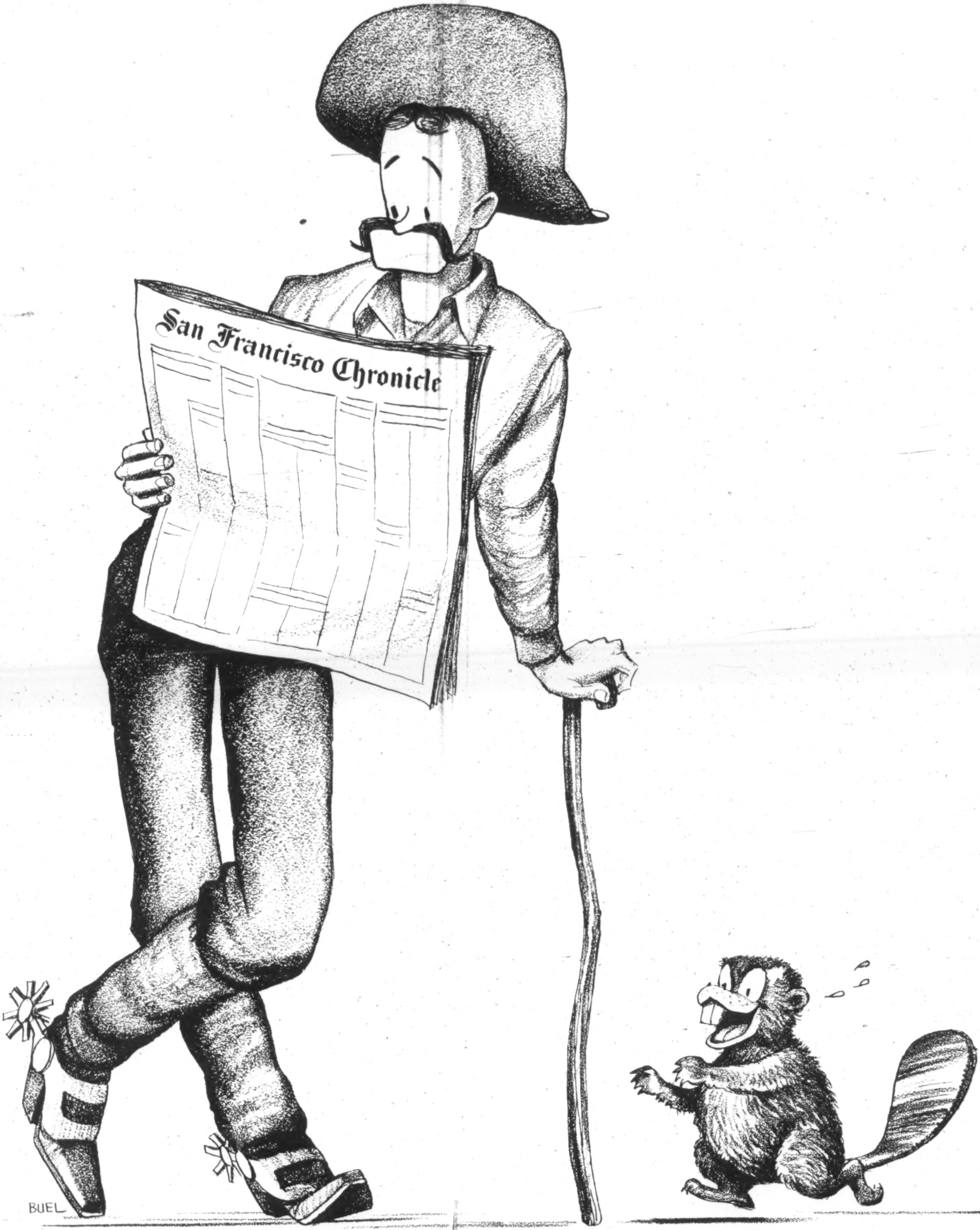
Food advertisers have invested more in LIFE than in the next two leading magazines combined . . .

AND have invested $2,394,993 more in LIFE than in the same period a year ago.

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

THE CHRONICLE MEANS THE WEST


San Francisco Chronicle
BUEL

Represented by Sawyer Ferguson Walker